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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIII.

NEW YORK, APRIL 6, 1898.

No. I.

BOOKS OPEN
TO ALL

What You Pay For.

Here's what the advertiser gets in

The Philadelphia Record

at 25c. a line Daily
and 20c. a line Sunday :

MONDAY, February 28	203,377
TUESDAY, March 1.....	198,513
WEDNESDAY, March 2.....	195,975
THURSDAY, March 3.....	186,752
FRIDAY, March 4.....	185,528
SATURDAY, March 5.....	190,785
SUNDAY, March 6.....	144,919
MONDAY, March 7.....	195,536
TUESDAY, March 8.....	196,628
WEDNESDAY, March 9.....	195,227
THURSDAY, March 10.....	194,652
FRIDAY, March 11.....	193,266
SATURDAY, March 12.....	198,762
SUNDAY, March 13.....	142,673
MONDAY, March 14.....	191,079

Figures are Better than a Ton of Talk.

THE RECORD PUBLISHING COMPANY,
PHILADELPHIA.



Try "COMFORT"

And See the Elephant Move.

The elephant of "goods unsold" should not be suffered to remain on your hands.

An ad in COMFORT reaching Six Million people will relieve you of the worry and weight of the animal and return cash for his disappearance.

For rates and any further information regarding circulation, scope, etc., apply to any advertising agency or to

W. H. GANNETT, Publisher,
Augusta, Maine.

BOSTON:
John Hancock Building.

NEW YORK:
Tribune Building.

CHICAGO:
Marquette Building.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XXIII.

NEW YORK, APRIL 6, 1898.

No. I.

THE "SPELLING BEES."

MR. WILLIAM BANCROFT, ADVERTISING MANAGER OF "GODEY'S MAGAZINE," TALKS INTERESTINGLY OF THE DEPARTURE HE HAS INAUGURATED.

Six months ago Mr. William Bancroft, formerly advertising manager of the Columbia Bicycles, took hold of the advertising department of *Godey's Magazine*, and inaugurated a spelling contest in its advertising pages that has attracted widespread attention and seems to be constantly growing in interest. A representative of the "Little Schoolmaster" called upon Mr. Bancroft recently to secure some information in regard to the competition and that gentleman spoke as follows:

"When I first investigated *Godey's Magazine*, it seemed to me that there was no good reason why, with proper conditions, it should not take its place among the leaders in the magazine field. It is the oldest magazine in the country. Either by reputation or actual acquaintance it is known by almost every man and woman. In fact, it would take more than a hundred thousand dollars of good advertising to give any new publication an equal standing before the American people. I found that its circulation under its present management was healthy and growing, that its readers liked it and were warm in their expressions of approval, and that these readers were of a surprisingly high class—as high as those of any other publication that I know of. It had had reverses, but the bad opinion that these had engendered was merely among publishers and advertising men. All of which meant that if I was right in my diagnosis, the way to win lay in re-establishing confidence with advertisers and advertising agencies, securing increased circulation, and making advertising in its pages produce profitable returns to the advertiser.

"The advertising pages of the foremost advertising mediums are fully as interesting to the great majority of

their readers as the text pages, and that is why these mediums prove so profitable to the advertiser. The people go through the advertisements with the same interest that they examine the pages containing illustrations. But the advertising pages in *Godey's* were few, and many of the advertisers that prepare interesting announcements month by month were conspicuous by their absence. Therefore the advertisements in *Godey's* did not receive the same proportionate attention that they would receive in more prosperous mediums. This logically meant that there must be something in the advertising pages of *Godey's* that people must be made to search for, and so I started the spelling bees that have been a feature of *Godey's* for the past six months.

"The idea is quite simple. Here and there through the advertising pages a word is purposely misspelled. Some advertisements have two or three words wrongly spelled, some have only one word wrong, some have none. There is no regularity about it, and the only way to find these errors is to read every word of every advertisement. To force people to look for these words we offer prizes, and to get the best people interested we offer prizes of very large amount, the amount now being a thousand dollars a month. During the experimental stages of the contests we kept the prizes quite small—only a hundred dollars a month—but we were agreeably surprised by the character of those who entered the contests. The most of them seemed to be lawyers, doctors, merchants, clerks, stenographers, teachers, and men and women of good education with some idle time on their hands or a bent for working out puzzles. Indeed, I am convinced that a very large proportion of the contestants seek for the misspelled words as much for the pleasure of finding them and the information they acquire as in the hope of winning a prize. Many persons have written to us that they have learned more about the

peculiar spellings of English words from our contests than they had ever known before."

"There must be many ties."

"Not so many as you would think."

The contest looks very easy, but it is really quite difficult. Nearly everybody seems to overlook some word, and those whose lists have to be considered in awarding the prizes are comparatively few. Then priority of postmark governs in deciding ties, and in case of further ties we take into account the words which contestants may have wrongly included.

"One thing that has been demonstrated by the six contests which we have had is that skill in proofreading seems to help the contestant very little. The contest is purely one of finding misspellings. We take no account of wrong divisions, capitalization, punctuation, or the other little things in which a proofreader is usually skilled, and I question whether the average proofreader has very much greater ability in spelling words correctly than any other man or woman. And I also believe that the person who scans the advertisements in the usual way that a proofreader would be placing himself at a distinct disadvantage, for he is very likely to overlook words which are spelled differently in different senses. We are trying to make this contest absolutely fair to everybody, but we are also endeavoring to see how difficult we can make it, and we use our utmost ingenuity in incorporating errors that people will be likely to overlook. You see we must be careful all the time not in any way to affect the sense of the advertisement, and the result is that the errors are usually quite inconspicuous."

"Do the advertisers object?"

"We have not had an objection from an advertiser thus far. The fact is the advertiser with a wrongly spelled word in his advertisement has such a distinct advantage that the most of our advertisers are requesting us to misspell a word in their announcements in every issue. You see, when a contestant finds a wrongly spelled word in an advertisement, he is required to write down the word, give its proper spelling, and also write the name of the article advertised, together with the full name and address of the advertiser. He has thus taken the very best method to impress the two things which the advertiser is anxious to have

him know, the name of the article and where he can find it. As we publish the complete list of misspelled words two months afterward, we think the advertiser also gets an additional reading of his advertisement when the contestants compare their lists with the misspelled words in the magazine."

"Do you allow everybody to compete?"

"No. In order to prevent frauds and get the very best class of people at work, we have decided to confine the contest exclusively to those who are annual subscribers to the magazine. This is working a quiet revolution in our circulation to the distinct advantage of the advertiser, for those who have been in the habit of occasionally buying the magazine from the news-stand are now becoming annual subscribers, and the circulation of *Godey's* is therefore gaining in repeating value. (In the last six months we have increased our net circulation fully 20,000 in this way.)"

"What effect has this had in returns to your advertisers?"

"The results have been very marked. Of course we have tried many experiments during the past six months. The latest is a requirement that each contestant shall write to two advertisers, stating that he saw the advertisement in *Godey's Magazine*. He is at liberty to select any two advertisers in whose goods he is interested, and at the same time is requested to refrain from writing to those in which he has no real interest. At first thought this might seem to invite to our advertisers a host of idle inquiries; but experience has shown that this is not the case. Each contestant has read every advertisement in the magazine from one to a dozen times. This requirement forces him then to go through the advertisements from the standpoint of a buyer, and in the April number he has choice of articles offered by eighty-eight different advertisers. He is not likely to waste his money or his effort, and the indications are that he almost invariably selects the two from which he feels that he will derive most benefit. We are overcoming the inertia which prevents so many people from investigating the very things in which they are really interested. This thing, however, all resolves itself down to a question of cash returns, and a number of our advertisers have reported sales during

the past few months that in proportion to circulation exceed anything heretofore known in magazine advertising.

"So far the results of our experiments have been satisfactory. The large amounts of our prizes prevent the contests from being financially profitable, but we are getting our circulation into very much more satisfactory shape, and we are certainly winning the best class of advertising to us, as the April number of *Godey's* shows. I question whether there is a higher class of advertising in any other publication than is there represented. All in all, I think our spelling bee contests are a decided success both in building circulation and in producing profitable results to the advertiser. This feature of *Godey's Magazine* is probably the first plan that will build circulation, while at the same time proving of such material benefit to the advertiser, and the best of it is that our readers like it, and I find that where one person in a family or an office is searching for the misspelled words almost every one within reach is helping and taking an interest."

J. W. SCHWARTZ.

SPECIALIST IN ADVERTISING.

Benj. F. Newton, affiliated for thirty years with the newspaper advertising business, has severed his long connection as superintendent of the George P. Rowell Advertising Company and established an office at 156 Broadway, New York, where he will engage in the business of publishing guides to country and health resorts and the advertising of hotels and boarding-houses. His long experience in the advertising business and intimate knowledge of what the sojourning public requires peculiarly fit him for such an undertaking. Those who may have dealings with Mr. Newton will find him prompt and reliable in business affairs. He has opened offices at 156 and 196 Broadway, New York City.—*Office (N. Y.) Daily Press, March 18, 1898.*

OUR FLAG.

Bills have been introduced in both Houses of Congress forbidding the use of the United States flag for advertising purposes. These bills, which are identical, make it an offense punishable by a fine of \$100 for any person, firm, company, corporation or association to print upon or attach to a United States flag or its printed fac-simile any business advertisement. The flag has become very popular with enterprising advertisers. It has been used extensively by the same class of persons and companies who have desecrated some of our finest landscapes and most magnificent scenery. It is easy to protect the flag from the vulgar uses to which some advertisers put it, and Congress should do that at once.—*Atlanta (Ga.) Journal.*

THERE is nothing that stimulates trade so much as regular advertising in a paper of recognized standing, influence and circulation.—*Ft. Wayne (Ind.) Journal.*

REASONABLE ENOUGH.

There is a bill in the New York Legislature—it has passed one branch—to prevent dishonest representations in advertising with the purpose of which every legitimate member of the cycle trade, whether maker, agent or dealer, must heartily sympathize, but of the wisdom and efficacy of which they must, at the same time, have great doubts.

A dealer ought not to advertise bicycles, for example, otherwise than as they are, but how are you going to punish him if he throws a rose-colored light over his goods? He says his machines are the very cheapest in the city. It may not be true, but litigation to test this would be interminable.

The advertiser of gas-pipe framed machines, as made of seamless frame tubing, might be reached, but are you going to have an army searching stores for such frauds?

Of course there are certain gross frauds that the buyer can be protected from, but there is a vast range of petty imposition from which it seems as if the buyer would have to protect himself. This may not be so in the case of food, where adulterations are often injurious and require scientific skill for their detection, but in regard to most merchandise a dealer acquires a reputation and the public knows fairly well whether his representations can be trusted or not.

Mr. Shayne, who has made an argument before an Assembly committee in behalf of this bill, goes further, and desires to stop the use of arbitrary trade names employed for effect, quite as much in the interest of the buyer as in that of the seller.

He insists it is dishonest to advertise electric-dyed rabbit as electric seal, but no one except the man who thought mohair was the hair of the mo ever supposed there was such an animal as the electric seal.

When a man gives a very good-looking but cheap fur garment, as good as he can afford, to his wife or his daughter, he prefers calling it electric seal to rabbit skin, and the lady to whom it is given wears electric seal with much more comfort than she would have worn rabbit skin.

And there is a much handsomer fur that is taken from the skunk; who wishes to buy a skunk-skin garment for his wife? and what lady would care to wear skunk skin?

By giving it the name of a non-existent animal no one is imposed on, but the feelings of the public are soothed.

All will concur with Mr. Shayne that paste diamonds ought not to be advertised as real diamonds, but they very rarely are. The word paste is not used, but some other qualifying word is used, and no one ever bought a diamond as big as the end of his finger for \$2.89 under the supposition that it was genuine. The sale of paste jewelry for genuine, we presume, is reached by existing law.

To sell substitute articles is a wrong to the buyer and to the maker of the article asked for, but they are almost always sold as substitutes on the assurance that they are just as good as the other article. Now, this is a matter of opinion, and it can not be made a criminal offense to entertain an opinion.

If the pending bill is practicable, the cycle trade will not be the least glad of those pleased to see it go into effect, but the precedents of France and Germany are not convincing. The police espionage that those countries are accustomed to would create the greatest resentment in America, and there is danger of carrying these efforts to protect the public too far.—*The Wheel.*

Avoid beautiful type.

THE CASTORIA CASE.

In PRINTERS' INK of March 9th there appeared an interesting essay written by the Castoria Company, of Fargo, N. D., manufacturers of what is known as the "Fargo" Castoria, and referring to the Circuit Court decision, which in effect granted to the public the right to the free use of the word "Castoria," in which a monopoly was claimed by the Centaur Co., of New York. That decision has now been confirmed by the United States Court of Appeals, the full text of the decision being published in the *Western Druggist* (Chicago) for March. The Little Schoolmaster has taken the liberty of cutting out from the learned judge's effort his long relation of similar cases, and his array of authorities; and so divested, the following rather interesting story remains:

This case turns upon the question whether the plaintiff has an exclusive right to the use of the word "Castoria" as a trade-mark, for, except by the use of that word, there is no evidence in the record of anything done by defendants calculated to mislead purchasers into the supposition that they are buying an article manufactured by the plaintiff. On the contrary, the circulars sent out by the defendants call attention to the fact that they are the only parties manufacturing Castoria according to the original formula of Dr. Pitcher, and, though not in terms naming the plaintiff, yet, as it was the only other party engaged in the manufacture and sale of Castoria, plainly casting reflections upon it, as not giving to the public a genuine article. In other words, the defendants went into the market representing themselves as manufacturing and selling Castoria, declaring that that which they manufactured was the only genuine Castoria; that all other manufactures placed on the market were spurious, so that it can not be pretended that they were deceiving the public with the idea that the article which they manufactured and sold was something manufactured and sold by plaintiff, unless that deception resulted from the use of the word "Castoria." Hence, if the defendants had a right to use the word "Castoria" as descriptive of the article which they were manufacturing and selling, there can be no doubt that the decree was rightly entered in their favor.

Whether the defendants had a right to use this name depends on the further question whether the word "Castoria" is the generic name of the thing manufactured and sold or is a mark or name used to distinguish one party by whom the thing is manufactured and sold from all other manufacturers of that thing. The relation of the patent to this matter must be first considered. In 1868 Dr. Pitcher compounded a medicine composed of various ingredients according to a certain formula which he invented and discovered. For this invention and discovery he obtained a patent which gave to him the exclusive right of making, using and selling this new medicine. During the life of that patent he alone, or his successors in interest, had the right to manufacture and sell that medicine, by whatsoever name it might be called.

The patent gave no right to any particular name, but simply to the exclusive manufacture and sale. All such rights expired in 1885, and from that time forth any party has had a right to manufacture and sell that particular compound, and also a right to manufacture and sell it under the name by which it has become generally known to the public, and if to that public the article has become generally known only by a single name that name must be considered as descriptive of the thing manufactured and not of the manufacturer. It is true that during the life of a patent the name of the thing may also be indicative of the manufacturer because the thing can then be manufactured only by the single person, but when the right to manufacture and sell becomes universal the right to the use of the name by which the thing is known becomes equally universal. It matters not that the inventor coined the word by which the thing has become known. It is enough that the public has accepted that word as the name of the thing, for thereby the word has become incorporated as a noun into the English language and the common property of all. Whatever doubts may therefore have existed on this proposition have been, for the federal courts, put at rest by the recent decision of the Supreme Court, in the case of the Singer Manufacturing Company v. June Manufacturing Company (163 U. S. 169).

That the word "Castoria" has become the one name by which this medicine is generally known does not admit of doubt. The testimony makes this perfectly clear. No other name is suggested by which the article is called. It is universally bought and sold as Castoria, and not by any other name. Indeed, the court might almost take judicial notice of this fact. Beyond the testimony of witnesses as to the general use of the name may be noticed the plaintiff's bill, in which it is averred that by virtue of a great expenditure in advertising, the preparation "has become extensively known to the public as Castoria," and nowhere in the bill is any other name given by which the medicine is known or called. Further, the documents which the plaintiff offered in evidence to show the successive transfers of title from the original owner to itself all indicate that Castoria is the name, and only name, of the medicine. It is true in these various documents reference is made to the claim of a trade-mark, and that is included among the properties transferred, but this does not change the fact that the only name by which the article is called is "Castoria," or "Pitcher's Castoria." Many advertisements and circulars were also introduced in evidence by the plaintiff. In these the medicine is always called "Castoria," or "Pitcher's Castoria." So that beyond the testimony of individuals as to the general use of the word the plaintiff's bill, the documents and advertisements introduced by it show that this article was and is known by that name, and by that name only. Within, therefore, the decision in *Singer Manufacturing Company v. June Manufacturing Company*, supra, the word "Castoria" being the generic name by which the article is known to the public, has become the property of the public, and any one is at liberty to use it as descriptive of the thing he is manufacturing and selling.

ADVERTISING rates: A slippery pit, which, no one has yet fathomed.

EXPERIENCE is the best and dearest school, yet the more experience a writer of advertising has the more he finds out he doesn't know.

One-seventeenth of a Cent a Line

versus

One-sixteenth of a Cent a Line.

The undersigned have for some weeks been awarding advertising contracts to daily papers, twelve inches every day for one year, at one-seventeenth of a cent a line for each thousand copies printed, that being the price demanded of our patrons, The Ripans Chemical Company, by the Chicago Record, a paper with a daily sale of two hundred thousand copies. That offer is still open. Anybody may come in and get the order; position not asked for—no composition required. Quantity, not quality, of circulation is what is sought; because it is believed that human beings all have wants and it does not pay an advertiser to try to sort them into varieties when he would sell an article intended for universal use. Probably a hundred school girls will buy more caramels than the twenty old maids, that after a score of years could be culled from the same set. Quality of circulation is apt to be made up on some scheme not very dissimilar to the one here suggested. Inasmuch as a good many excellent papers are unable to accept the one-seventeenth of a cent a line rate of the Chicago Record, but may be able to do business at the one-sixteenth of a cent a line rate at present accorded by the Salem (Mass) Daily News, this announcement is therefore to say to every paper that wants a twenty-line advertisement for insertion by the year at one-sixteenth of a cent a line for each thousand circulation,

"Come right in and get it!"

"Or send your Special Agent for it!"

"Or Write for it!"

WE HAVE IT READY FOR YOU NOW!

Call on or address

THE GEO. P. ROWELL ADVERTISING COMPANY,
NO. 10 SPRUCE STREET, NEW YORK.

ST. PAUL DAILIES.

I didn't have much trouble to decide in my own mind which was the best paper in St. Paul, and readily gave that position to the *Dispatch*, the only evening paper in the city. It owns its own building, built especially for its use, and sublets it to the *Globe*, a morning paper which uses its battery of 12 linotype machines and three presses. The *Daily Volkzeitung* also uses one of the *Dispatch* presses. The *Dispatch* is printed on good paper and its mechanical facilities enable it to print a paper equal to any published in Chicago or in the large cities of the East. The paper itself is clean and the news matter is well handled, and there isn't a local advertiser in town who doesn't use it as his medium. I think so well of it myself that if I were asked to select a second list of papers, similar in character and influence to the select nine, which were specified in PRINTERS' INK some time ago, viz.: The *Washington Star*, *Milwaukee Wisconsin*, *Indianapolis (Ind.) News*, etc., that I would put the St. Paul *Dispatch* very near the top of that second list.

After the *Dispatch* I had to consider the two morning papers, the *Globe* and *Pioneer Press*. As all daily papers sell for two cents, the task of making a selection of the best morning paper, which at first looked easy, was difficult.

The *Pioneer Press* is the old established paper, Republican in politics and evidently has returned to its owners handsome dividends. Its building is one of the biggest in the town.

The *Globe* rents its office and the mechanical facilities from the *Dispatch*. It is Democratic in politics. The paper used is of better quality than that of the *Pioneer Press*.

In handling the news matter the *Globe* makes a better typographical appearance than the *Pioneer Press*. Both papers carry about the same amount of local advertising, though the space occupied is not as much as in the *Dispatch*. In the hotel the *Pioneer Press* sells very much better than the *Globe*; but among the business people and residents they are pretty evenly divided so far as I could judge.

I have told the situation as it appeared to me and from it you will see that the race between them is rather close; but because the *Pioneer Press* has a prestige which is of value, even though it has been won in days gone by, I feel safe in giving it second posi-

tion and saying the *Globe* is getting real close. So here are the positions summed up:

1. *Dispatch*.
2. *Pioneer Press*.
3. *Globe*.

There is one German daily here, *Die Volkzeitung*, which like all German papers, excepting in the cities of New York, Chicago and Milwaukee, one does not see much in the hands of newsboys or on news-stands. I speak of it because it is the only German daily in the town, where it is claimed out of 33,000 voters, 10,000 are Germans, and again because it is the only German daily published northwest of Milwaukee. P. D.

March 25, 1898.

HUMAN DUMMIES.

There is in London a gentleman who makes a business of supplying human dummies for receptions, parties, etc., and who incidentally branches out into helping the advertiser. The way in which he does this he tells graphically in *Pearson's Weekly*:

"Last year I supplied no fewer than 500 dummy customers to the leading West-end shops. At the beginning of all the stocktaking sales they thronged into my clients' establishments, elbowing each other in the rudest manner in their eagerness for bargains.

"They bought quantities of goods, which, needless to say, were never delivered. You've no idea how this dodge influences the general public. It simply made most of the sales. Naturally none of the dummies knew each other, and doubtless some of them smiled at each other's gullibility, as they mistook one another for genuine customers. Five shillings a day I charge for dummy customers, but then, you see, the work is light and the hours are short. Talking of shops, last year I supplied two West-end drapers with a shop-walker apiece. Probably neither of them had ever been inside an establishment of the kind before. As a matter of fact, both were gentlemen down in their luck. I selected them for their exceptionally fine personal appearance and courtly bearing. Both firms subtly circulated a romantic rumor in connection with them, and for a time society nibbled at the spicy tit-bit, and, of course, lost no opportunity of getting at the shops in which the heroes of the stories were employed. Those two dummies doubled the business during their stay, and when their novelty had worn off, I knew one was presented with a £50 note in addition to his salary."

OLD-TIME NEWSPAPER WOMEN.

It is not generally known that there were several women engaged in journalistic work in this country at the time of the Revolution. Mrs. Anna Franklin published the first newspaper in Rhode Island. The *Virginia Gazette* was published by Clementine Reid as long ago as 1772, and a paper started two years later, under the same title, was owned by Mrs. Boyle. Elizabeth Timothy started a paper in Charleston, S. C., in 1773, and was succeeded by Anna Timothy, who was made State printer. Another woman editor of the period was Mary Crouch, who published a paper in Charleston and afterward at Salem. —*Truth*, March 30, 1898.

"All The News That's Fit to Print"

The New York Times

In many thousands of the
best homes in New York and
Brooklyn The New York Times
is the only morning
Newspaper admitted.

A Fast Rising Tide

The best evidence in the world of a newspaper's rise or decline in popularity is the testimony of those who know best—the men who sell papers, the newsdealers themselves.

The Commercial Advertiser submits some signed statements, taken at random from the large number received from the prominent newsdealers of New York.

All received are to the same effect, that **The Commercial Advertiser** is increasing in sales daily among the best class of newspaper readers.

Madison Ave. and Fifty-eighth St.

March 4, 1898.

The sales of **THE COMMERCIAL ADVERTISER** at my stand have increased more than 33 per cent within two months. Words of praise are heard from many sources and changes from other papers to **THE COMMERCIAL ADVERTISER** are of frequent occurrence and by the very best class of people. The indications are that its circulation will double within the year.

(Signed)

WM. KINKEL.

Fifth Avenue Hotel News-Stand.

March 7, 1898.

Our sales of **THE COMMERCIAL ADVERTISER** have increased about 25 copies daily since the first of January.

(Signed)

TYSON & Co.

Eric Ferry, foot Chambers St.

March 7, 1898.

I sell 90 to 115 **COMMERCIAL ADVERTISER**s daily where I formerly sold 30. This increase is among the leading business men.

(Signed)

WM. CAMPBELL.

Waldorf-Astoria Hotel News-Stand.

March 8, 1898.

We are selling on an average 6 to 8 more copies daily of **THE COMMERCIAL ADVERTISER** since the first of January. It seems to be gaining in favor.

(Signed)

TYSON & Co.

News-Stand, 54 Wall Street.

March 8, 1898.

THE COMMERCIAL ADVERTISER under its new management has increased 25 copies daily in sales. It is making steady progress among lawyers, financiers and real estate men.

(Signed)

ROSENTHAL BROS.

Fulton Street and Broadway.

March 7, 1898.

THE COMMERCIAL ADVERTISER is the only paper of its class that has increased in sales during the past two months. I have recently added 10 copies, making my daily order 90.

(Signed)

DENNIS DUGAN.

J. L. Lawler, 865 Sixth Ave.

March 8, 1898.

We sell on an average 35 **COMMERCIAL ADVERTISER**s daily. We have had six or seven of our best customers change from other evening papers to **THE COMMERCIAL ADVERTISER** within a month.

(Signed)

J. L. LAWLER.

Pine and Nassau Streets.

March 7, 1898.

THE COMMERCIAL ADVERTISER is the only paper that has gone ahead in sales lately with me. I am now selling 45 copies daily, an increase of 15 in the last three months.

(Signed)

RICHARD J. JEWKES.

Christopher Street Ferry.

March 10, 1898.

I am selling 50 per cent more copies of **THE COMMERCIAL ADVERTISER** than I was three months ago.

(Signed)

H. C. HOLTIM.

1020 Sixth Avenue.

March 4, 1898.

THE COMMERCIAL ADVERTISER has steadily increased in sales during the past few months.

(Signed)

LIPSET BROS.

Equitable Building News-Stand, 120 Broadway.

March 9, 1898.

We are now selling 25 copies daily of **THE COMMERCIAL ADVERTISER**. This is an average of 12 more daily than we ever sold.

(Signed)

J. DIBLER.

Sixth Ave. and Thirty-eighth St.

March 4, 1898.

THE COMMERCIAL ADVERTISER is the only paper that has increased in sales among the better class of people during the last two months.

(Signed)

B. APFELBAUM.

Grand Central Depot.

March 9, 1898.

I am now selling 45 to 50 **COMMERCIAL ADVERTISER**s daily, an average increase of 20 copies. It is gaining among the most intelligent and well-to-do people.

(Signed)

E. CARROLL.

Foot of Broadway (Whitehall St.)

March 7, 1898.

I formerly sold from 7 to 10 **COMMERCIAL ADVERTISER**s daily. Now I sell from 28 to 35 copies a day.

(Signed)

W. McKENNA.

65 Exchange Place.

March 12, 1898.

My sales of **THE COMMERCIAL ADVERTISER** under its new management, have increased from 5 per day to 18 per day. This is the largest gain made by any evening paper on my stand.

(Signed)

MRS. SNYDER.

The Commercial Advertiser,

Published Every Afternoon Except Sunday.

29 PARK ROW,

NEW YORK.

THAT CARTER AD.

By Leroy Fairman.

In the course of an article on illustrations and display published in PRINTERS' INK of March 9, Messrs. Moses & Helm melt an ad of Carter's

FRAUD

Look out for fraud when you ask for **CARTER'S Little Liver Pills.**

Many imitations are put up in **RED** wrappers.

Don't take imitations.

Your health is at stake.

Your money is paying the bill.

Insist upon it that the dealer gives you **CARTER'S Little Liver Pills** when you ask for **CARTER'S**—the only perfectly safe and sure Liver Pill made.

THE ALLEGED IMPROVEMENT.

Little Liver Pills over the fire of their disapproval and recast it in the mold of the adsmith.

Instead of improving the ad it seems to me that they melted all the good—all the "temper"—out of it and left nothing but a mass of waste.

I think these gentlemen labor under a serious misapprehension as to what good display really is.

Good display doesn't necessarily mean typographical or pictorial beauty.

It means distinctiveness, individuality, forcefulness.

The Carter's Liver Pills advertising isn't pretty, but it is strong, vigorous and effective, which is far better.

The faces of type used and the manner in which the Carter ads are set makes it impossible to overlook them. There is sure to be nothing resembling them on any newspaper page. They are sure to be seen and are easily read.

What the Carter people want, it is safe to assume, is to sell pills. In order to sell pills they must make people see and read their ads.

Their style of display accomplishes that object in an inoffensive manner—therefore it's good display.

I do not wish to belittle the important part which handsome display and artistic pictures undoubtedly play in good advertising, nor do I wish to be understood as advocating anything offensive or repulsive. I merely want to point out the real meaning of good display, and to say a word for the rugged virility of such advertising as that of the Carter's Little Liver Pills.

The ad in question after being subjected to the recasting process looks neat enough, but it is not nearly so likely to be seen and read as is the old ad. There is nothing distinctive about it, it's merely pretty. On a page where everybody was trying to look as pretty as he could this ad would be lost, just

SUBSTITUTION

the **FRAUD** of the day.

See you get Carter's,

Ask for Carter's,

Insist and demand

CARTER'S Little Liver Pills

The only perfect

Liver Pill.

Take no other,

Even if

Solicited to do so.

Beware of imitations

of same color Wrapper

RED.

THE ORIGINAL AD.

as the individual soldier is lost in a uniformed company.

Another thing: The alterations made in the process of rewriting this ad carry it still further along the road to utter worthlessness.

The original is strong, simple, direct,

impressive. It is full of earnestness, sincerity and convincing power.

After it comes out of the mold it is something quite different.

This is the way the revision starts:

"Look out for fraud when you ask for Carter's Little Liver Pills."

This sentence means, of course, that you must be careful when you ask for Carter's Pills, or you may get an inferior imitation. How much better it would be to say so, just as the original ad did. Standing as it does, it might well be construed as meaning that when you ask for Carter's Pills you're asking for a fraud, which, to say the least, would be rather an unfortunate impression to create.

Here's the next sentence:

"Many imitations are put up in RED wrappers."

Which, if it means anything, means that when we ask for Carter's Pills, we must beware of the red wrapper—it's a sure sign of fraud!

There's nothing in the ad to show that Carter's Pills are themselves put up in red wrappers, so we are left to assume that this is one of the characteristics of the imitations.

The original ad said:

"Beware of imitations of same color wrapper, RED."

Surely there can be no doubt as to which of these ads is the better.

Surely it's as plain as a pikestaff that the article in question teaches the pupils of the Little Schoolmaster a lesson they will do well to speedily unlearn.

ADVERTISING YEAST.

Fleischmann & Co.'s canvassers will visit all private families and leave with each a gift ticket, good for one of Fleischmann & Co.'s yellow label yeast cakes. This ticket is good for one cake at any grocery and is then redeemed by Fleischmann & Co.'s local agents at two cents cash straight for each ticket. This mode of advertising is a rather expensive one for Fleischmann & Co., but it proves to the consumers the superiority of Fleischmann & Co.'s yeast, which is put up in tinfoil for family use only, and which is far stronger than other yeast handled in a loose way.—*Michigan Tradesman.*

WINDOW CARDS ON STATE STREET, CHICAGO.

Your pants may have seen better days; these have seen better prices.

More progress made in furniture than in any other line. Come in and see the new things.

Couches full of comfort and style, and low in price.

Surely the beautiful in ladies' suits is here. These are a few selected at random from our great stock.

The pretty styles, the beautiful materials, predict for ladies' suits a bright future.

UPON THE ROCK OF "BARGAIN."

The fact that department store advertising to-day consists almost wholly of bargain offers has induced a bright feminine correspondent of PRINTERS' INK to write as follows:

The little grocery store around the corner, and other stores in the specialist category, need not worry because Mrs. McFlarity has transferred her account to the Big Pure Food Show of the department store. There is a terrible fate rapidly making for the department store, one which will crumble its mighty pillars, turn its candy counter into gall, subdue the frolicsome swell of the big searchlight planted in the conservatory, and conquer its proud haughtiness forever. The department store is as surely doomed as was the maiden chained to the rock, while the big sea monster came and made faces at her for a little while, and then swallowed her, chain and all. It is their own fault, too. Nobody else may be blamed. They have simply burned their bridges back of them, and have no war ships handy to take them over the big gulf they have made.

The terrible rock which is wrecking the mighty and haughty department store is named "Bargain." Upon its jagged edges it will surely go to pieces. Department store engineering has become a competition merely of bargain giving. Woman has been fed upon something for nothing, until her taste has become depraved, and she will simply refuse to return to the plain if virtuous method of paying for an article just what it is worth. For instance, the shopper with the price of a fine couch cover in her pocket, upon coming into the seductive contact with a soft, luxurious affair which is just what she needs to convert her couch into a bower of Oriental comfort, simply pats the price on the back when it attempts to rise, remarking, "Hush, my heart, lie still until Bargain Day or Challenge Sale comes around." And then she sallies forth, and really gets the same article for less, and has occasion to congratulate herself upon her wisdom every time her eyes fall upon this particular cover, and the department store has but torn another hole in its side. And she does likewise with her dresses, and hats and boots, and everything she buys at the haughty department store. Think what will happen if every shopper in her shrewdness follows this plan! So long as the big stores exist, there will be competition, and so long as competition exists, there will be bargains. Whoever beats must offer the biggest bargains, and to an ordinary mind, the result appears to be nothing less than ruin and destruction, and all upon the rock of "Bargains." The brilliant mantle of the proud department store will trail in the dust, its proud statues will be broken, and it will simply "bust," from too much bargain.

A RIVAL OF SOLOMON.

A man in South Africa left his property to be divided equally among his two sons. Not being able to agree, they decided to let President Kruger arbitrate. He said to the elder: "You are the elder, are you not?" "Yes," was the answer. "So you shall divide the property." This pleased the elder immensely. "You are the younger," continued Kruger to the other, "so you shall have first choice."—*Exc.*—This absolutely insured the most exact division that the wisdom of the heirs could hit upon.—*Modern Medical Science.*

JOHN D. SPRECKELS, Proprietor.
W. S. LEAKE, Manager.

The
San Francisco **CALL**

Published every morning
in the year...

The Great Family Paper.
Into the Homes It Goes.

Circulation Exceeds
50,000 Daily.

Best News Service!
Best Staff of Correspondents!
Best Local Equipment!

For Sample Copies, Rates and Further Information, Address

DAVID ALLEN,
Eastern Representative,
188 WORLD BUILDING, NEW YORK.

THE STORY OF A STORE.

Under this title there appears in the April number of *Scribner's Magazine*, in the form of an illustrated write-up, an eight-page advertisement of Wanamaker's New York store. This announcement will interest many of PRINTERS' INK's readers, not only as demonstrating how interesting an advertisement can be made, but also as giving an inkling of the liberal business policy which, standing behind the Wanamaker advertising, has made that advertising so successful. The entire letterpress of the announcement is here reprinted:

The wary reader, on guard against insidious advertisement, who prefaces his absorption of a magazine article by a swift observation of its illustrations and general character, may have already discovered in this the tell-tale traces of mercantile self-interest. He shall, at least, have no cause to triumph in his shrewdness, for here, at the beginning, disguise is abandoned. This is an advertisement, and of a dry goods store. But there shall be no talk of goods and qualities, no cry of "What d'ye lack?" This story concerns the store as a show-place, not as a mart. It is addressed to possible visitors, not possible customers. If it be not interesting for its own sake, blame the writer, not the subject.

If you will take the trouble to find the geographical center of that huge and straggling municipality, Greater New York, the dot that you make to indicate it on the map will mark the site of the Wanamaker store. This is not the metaphor of advertisement; it is a statement almost mathematically accurate—reckoned north and south it is accurate to a mere matter of feet. As near as such a point can be fixed, the spire of Grace Church, on Broadway, near Tenth street, is the center of the new city. Wanamaker's is a scant fifty yards away.

Few buildings of private ownership are better known than this. It is a monument to the genius, achievement and marvelous foresight of that king of merchants, A. T. Stewart, and has been a dry goods store from its beginning. The immense solid square of it, imposing in size, almost severely plain in architecture, occupies the whole space bounded by Broadway, Fourth avenue, Ninth and Tenth streets. It has a total floor space of more than ten acres.

There is always something interesting in mere bigness, and this is one of the "biggest" stores in the world. There is always fascination in rapidity and "bustle," and this is one of the busiest stores in the world.

It has borne its present name but seventeen months, but never was mercantile history made faster. Beginning, in November of 1896, under conditions which, even in the minds of enterprising and courageous men, made success problematical, it has swept to the very front rank of New York enterprises, and is already in a class by itself.

From the very beginning, the methods of the management have had two leading points in view. One is to secure the personal comfort of the *individual customer*; the other is to secure the personal comfort and contentment of the *individual employee*. No pains, no thought, no expense which would

tend to the advancement of either has been considered excessive, and it is for these reasons that there is probably no store in the world wherein the *esprit du corps* of the employees and the loyalty they bear their employment is so high. Nor is there perhaps a store in the world wherein the casual customer feels instantly so much at home. And there is surely no store in which so much is done to interest and amuse the visitor.

You are never asked to buy anything at the Wanamaker store, and no clerk will so much as look as if you were expected to buy something. It is a rule of the house that service must be instantaneous when wanted, but never obtruded when it is not wanted. This is to allow visitors a more perfect freedom in examination of goods. It is recognized that most women like to look at pretty things and rich things, and that many would not feel like doing so if a clerk were forever at their elbows; so that a visitor may walk the store over from morning to night and never be interfered with by questions. She may stop at any counter that attracts her, and look over the beauty displayed there until she tires, and never a clerk will intrude himself. Attendance is there, ready, alert, eager, if wanted. A mere glance will bring it to her side when she wishes it, but it is never obtruded. The officious clerk has no place in the Wanamaker *menage*.

Perhaps the most prominent characteristic of the Wanamaker store, and the one which is first noted by the casual visitor, is the manner in which the stock is displayed. There is very little of the commonplace about it. There is very little of the mere heaping-up of goods on a counter. The Wanamaker store, like all other dry goods stores, is primarily a store for women, and women love daintiness and elegance. Therefore, wherever trained taste, ingenuity and expenditure can elaborate the display, or surround it with increased novelty, elegance or comfort, the steps have been taken. It is for this reason that "Wanamaker's" is so attractive to the visitor: there is so much to see. The customer, too, finds double delight in shopping in such an atmosphere.

For instance, the Little French Store—a store within a store—a little gem of a store—a little piece of Paris. Here is shown the finest of the imported *lingerie*. No wonder that the exquisite garments shown under such conditions have such a clinging grip on the admiration of the visitor. The innocent old lady who read the sign "Lingerie" over the door was not far astray in believing that it indicated a place to "linger." Again, the "Five Royal Salons"—otherwise, the five show-rooms for the ready-to-wear costumes, glorified annexes to the fitting rooms. Not the ordinary stuffy closets, but a series of magnificent rooms, finished in representative styles of five different architectural periods—spacious, lofty, luxurious. Their purpose is to give opportunity for quiet and seclusion in selecting costumes, and they are at the service of any customer who desires to use them.

Again, the Bicycle Pavilion, on the fifth floor. It might be called a bicycle parlor, with its carpets and rugs and writing-desks and easy chairs. Here, too, is an extensive bicycle track, for testing and exhibiting wheels. There is trick riding here also, and there are hourly exhibitions of single and tandem riding by experts of both sexes, as object-lessons in bicycle dress.

There has been some amusement expressed at the idea of a jewelry store in a

dry goods establishment. No one who has ever seen the jewelry store at Wanamaker's has had anything but respect for it. Like the Little French Store, it is a store within a store, but its walls are onyx and jasper, and its whole atmosphere is one of richness, taste and luxury. So with the Art Room, where the bric-a-brac is shown. There is no higgledy-piggledy confusion of china, marbles, bronzes and curios. It is a little Museum of Fine Art.

A novel method of displaying furniture and house-furnishings is shown in the Model Apartment. This is a copy of a New York flat, built to a life-size scale in the middle of the vast furniture floor, and furnished from the stock. It is a practical demonstration of the art of home-making. A family could move into it at a moment's notice, and want for nothing, so completely are the details carried out.

Again, the Dressmaking Parlors, and the Oriental Room, and the Mirror Rooms, for trying millinery; and again and again, and over and over again, you find taste, skill and lavish expenditure in an ideal combination, to enhance, even ever so slightly, the artistic or personal comfort and pleasure of the visitor.

Up on the fifth floor there's a picture gallery which is worth an article to itself. It is no haphazard gathering of mediocre works. It is a collection of famous paintings—most of them world-famous masterpieces of world-famous artists. They are all modern paintings, almost all of them medaled pictures of the salon of late years. This is a favorite spot for the casual visitor, as well it may be.

Wandering through the store, you move constantly through music. The strains are clear, distinct, but softened; and you look in vain for their source. Somewhere, there is a hidden orchestra, and a good one. You glance through the new silks in the rotunda to the air of the waltz in Faust. You walk through the shoe store unconsciously timing your steps to a Sousa march. Through the closed doors of the flying elevators you hear the tingling crash of the Ride of the Valkyres; and so it is all through the store—it is full of music—the air is resonant with it. If you would solve the mystery, you must go up to the fifth floor. You will enjoy the pictures and a leisurely lunch in the new restaurant all the better for the concert, which is here very distinct, and you may discover the source of it, if you investigate.

A talk about the Wanamaker store would be incomplete without a word about the Wanamaker employees. You can not fail to be struck with the character of the working force. It is a matter of common knowledge that here are the highest-salaried people in their respective lines in the country, which means in the world. One of the most prominent features of the Wanamaker system is the attention given to the comfort and welfare of the store-people. The details are never matters of common report, but you see the results all through the store.

In brief, it is the theory of the firm, taken aside from all humanitarian grounds, that a well-fed and contented employee will do better work than one ill-fed, ill-clothed, anxious and depressed. This is a theory which, it would seem, needed no argument.

The Wanamaker system, however, doesn't stop at theories. It proceeds to insure results. For one thing, ample time is given the employees in which to eat their lunches; second, ample opportunity is provided for them to secure lunch to eat. Thus, an attractive and roomy lunch-room is theirs exclusively,

in which substantial and proper viands are sold at prices one step removed from giving them away. A "resting room" is provided, for what might be called digestive purposes. It is about to be fitted up as a combination library and gymnasium.

The women employees have an association devoted to "relaxation, recreation and rejuvenation," and incidentally to mutual help and encouragement. Committees from this club do much toward lightening the daily humdrum and labor. A pretty feature of the club is the "Comfort Committee," which receives new-comers, introduces them to their fellow workers and surroundings, and looks after their comfort and welfare in sickness in the store and out of it. Quarters for this association are being prepared outside the store, where the members can spend some little time at noon; the idea being to obtain a change of air and of scene even if for only a few moments. Not to be outdone by other women's clubs, the "Wanamaker's Business Women's Association" has undertaken a series of lectures—forty-minute talks, three times a week. It is quite unnecessary to say that the first series is one on "Parliamentary Law and Procedure," thus showing their full accord with established precedent.

All the employees in the store, male and female, belong to a benefit association, which exacts an assessment varying between twenty and thirty cents a month, and which pays regular and generous sick benefits, with a "burial fund" of \$200 in case of death. Nor is this all. The directors of the association believe that saving life is better than burying the dead, and while no parade is made about it, for obvious reasons, there are ex-employees now gaining rugged health in Southern mountains and Southwestern prairies, who, but for the transportation and subsistence provided by the association would probably be beyond the reach of medical aid.

The whole atmosphere of the store is one of mutual helpfulness, encouragement and "pull-together." The three thousand employees work like one vast, intelligent machine. Of course, under all these conditions and advantages, positions here are eagerly sought, and the list of waiting names is always a long one. This gives full opportunity to choose; and the high class of the store-force is instantly marked by the visitor.

An interesting innovation in the Wanamaker store is the staff of "store-guides," or, as they prefer to be called, the "store hostesses." They are well described by that last term. They receive visitors from out of town, show them the store and its manifold attractions, give advice and assistance, when necessary, in the purchase of goods, and act, not exactly as salespeople, but as mentors and friends. They are women of education and culture, deeply versed in the mysteries of fabrics and styles, and of vast experience in human nature. Visitors apply to the aisle manager in the rotunda, and the desire for a guide's presence is made known by hoisting a little silk flag bearing her colors, which she can see from almost any part of the store.

It would be unjust to dismiss the store without comment on the mail order service, and the "purchasers" who translate into silks and fabrics and trimmings and dry goods generally the sometimes all but undecipherable, and often (to an untrained mind) entirely unintelligible, requests and desires of correspondents. The system of "shopping by mail," through which the Wanamaker store offers the advantages of its mercantile methods to the whole country,

depends very largely on the taste and acumen of these "purchasers." They are the very idealization of shoppers. Long training has made them marvelously expert in choosing goods. It sometimes seems that they have acquired a second-sight, which shows them precisely what the distant customer's complexion or height or weight requires. Apparently from the handwriting of the postal they can tell, when a lady writes for "a sample of silk," whether it is a bunch of styles in fifty-cent wash-silks, or samples of white brocades for a wedding-gown that is desired. There are few departments of the store which have made such astonishing advance as the department of mail orders. Letters here are handled, literally, by the ton, yet desks are cleared before the store closes. Nothing is left unanswered till the morrow.

So much for system and features. There is no talk here, as promised, of importations, or goods, or of the foreign organization which often puts the Parisian fancies on the Wanamaker counters before the Louvre or the Bon Marche has them, or of the element of exclusiveness of style, which is a rigid specialty with the house, or of the mercantile methods which have made "Wanamaker prices" a synonym for cheapness, and "Wanamaker qualities" a phrase interchangeable with "best." It is of the store as it attracts the visitor—simply as a place to come into, and look around in, in which to fill up pleasantly a leisure hour and to enjoy the charms of music and pictures and the infinite varieties of art in dress—that this article has been written.

WINNIPEG'S ADVERTISING.

Winnipeg is a modern city of 40,000 inhabitants, with all the appliances and improvements familiar to American eyes. It is the scene of a lively duel between up-to-date, aggressive, American business methods and Canadian conservatism. It has, to all intents and purposes, but one retail business street—Main street—and the leading retailers, with one exception, are located within a distance of half a dozen blocks, all on the west side of the street.

As mediums for advertising there are three papers, with daily and weekly issues, the *Free Press*, *Tribune* and *Nor' Wester*, ranking in circulation and value in the order named. A few weekly journals, of little or no advertising importance, are also available. The papers mentioned carry a fair volume of advertising, but merchants complain that rates are excessive, and the advertisements of the larger stores look small and cramped. The most liberal advertiser indulges occasionally in a full column, a half-page is a nine-days' wonder, and a whole page practically unknown. The average will hardly exceed four inches single column.

I interviewed a number of the advertisers. "Could you not use a little more space to advantage? Your business and your advertising are out of all proportion."

"Advertising don't pay. We can not afford the expense," was the invariable reply.

Then I would repeat again the old, old story, I am so tired of telling it, that readers of **PRINTERS' INK** know so well; that the "John Smith, his store" style was not advertising; that it never did and never would pay; that a reasonable amount of space with proper material and careful attention was never known to fail; that the resulting business would show a large profit over the extra cost, etc.; which elicited only the answer:

"New York methods are of no use in Win-

nipeg. You can't teach us your Yankee ideas."

And to the latter statement I mentally added, "I believe you."

These, it must be remembered, are dry goods, clothing, boot and shoe stores, which could profitably use a fair amount of space.

In other lines the advertisements are as large as is necessary, and no complaint is made as to results. A dealer in cigars, a jeweler, a photographer, a druggist, and others, use some snappy, attractive ads that bring returns every time.

Bargain advertising is used but little. The special sale idea is to be seen at stated intervals, but the weekly offering of trading inducements, as practiced in the United States, is yet to be learned by Winnipeg dealers. Robinson & Company were the first to adopt, in their department store, even a small part of American methods, and are reaping their reward in their wonderful growth.

Window dressing, while in most cases crude and somewhat amateurish, is receiving more attention every day, and has improved wonderfully in the last two years. Some good effects were to be seen during the holidays, the windows of the Hudson Bay Company's store being especially worthy of commendation. Show cards and price tickets for both windows and store are, however, almost unknown, and much of the advertising effect of the window display is thus rendered of no value.

If the advertising man who had the idea about advertising on the "dashboards" of the street cars were to go to Winnipeg, he would see the scheme in practical operation. The inside cards of George Kinsam & Co., are of course much in evidence, and are as usual carefully looked after; and in addition the exterior of the cars is covered by tea and cigarette advertising.

The hoardings are largely used for both printed and posted signs, amongst which the familiar ads of American baking-powders, tobaccos, etc., are most prominent.

There are many **PRINTERS' INK** subscribers in Winnipeg, as I happen to know, but I fear the Little Schoolmaster's teachings are not given the careful attention they deserve, or I would be able to say more flattering things of Winnipeg's advertising.

WILL LIVINGSTON AGNEW.

THE IMPRINT.

An imprint on a good piece of printing is an advertisement for the printer that costs him nothing, yet is usually prolific of dollars. It is true that some customers object to the imprint, but this objection is due mainly to the fact that consent to use it had not been asked. In sending out proofs of work most houses have a printed form calling the attention of customers to certain things desirable to do. It would not be out of place to include in this form a question about the imprint, and thus serve the double purpose of getting the customer's consent, and reminding the printer that he should not neglect to place his credit on the work. An instance of the value of an imprint is given in a correspondent's letter from Madison, Wis., in which it is stated that a stationer of that town, who has his name and address stamped under the flaps of high-class envelopes received a letter from Missouri inclosing one of the imprint envelopes and requesting prices. This is only one instance of many where the imprint has interested foreign trade.—*Inland Printer*.

The smallest type permissible in an advertisement is six point.

San Francisco Bulletin

THEY SAY "POSITIVELY."

MACK & CO.,
WHOLESALE DRUGGISTS,
13 & 15 FREMONT ST.,

SAN FRANCISCO, February 12, 1898.

M—— & Company,
New York.

GENTLEMEN—We can positively state to you that the SAN FRANCISCO BULLETIN is the best evening paper in this city, and has by far the largest circulation of any, and we believe that any advertising contract given them would give good results.

Yours respectfully,
MACK & CO.

REDINGTON & CO.,
WHOLESALE DRUGGISTS,
23, 25 & 27 SECOND ST.,

SAN FRANCISCO, February 12, 1898.

Messrs. M—— & Co.,
New York.

GENTLEMEN—We would say that we believe the SAN FRANCISCO BULLETIN to be the best evening paper published in our city, and has the largest circulation. Any advertising that you may give them will result in great benefit to yourselves.

Yours truly,
REDINGTON & CO.

These are absolute unbiased proofs of the
Bulletin's value from the largest Drug
houses on the Pacific Coast.

Daily February Average--25,526.

GUARANTEED BY THE ADVERTISERS GUARANTEE CO.

BEST IN QUALITY.

MOST IN QUANTITY.

Further information
from

F. K. MISCH,
Potter Building, New York.

"THE ART OF ADVERTISING."

Mr. J. S. Robertson, editor of *Business* (Toronto, Canada), recently delivered an address before the Y. M. C. A. of that city on "The Art of Advertising," from which the paragraphs that follow are extracts:

Of the more important methods of advertising in vogue in these days, the newspaper takes the first place. It would be a mistake to say that good advertising is to be found only in the columns of the newspaper. At the same time, it must be admitted that the newspaper press, with its immense enterprise, and published in an age when every one reads the newspapers, heads the list as the greatest and most useful medium for advertising.

The best advertising that is done in the newspapers is as much news as the account of a wedding or a base ball match—and touches life at a more vital part—the pocket. And the most successful advertisers, those who are getting the largest results from their expenditure and in many cases are expending the largest sums, are the ones who are adopting the news methods in their advertisements.

The day has gone by for poster type in a merchant's announcements. Advertising is not standing at the street corners and shrieking in loud voice to the passers-by. That method frightens. The use of large type and extravagant statement in an ad is on a par with that kind of thing.

In mercantile lines, in all countries, it is generally conceded that the greatest advertiser of the present day and the one whose methods have been most closely studied is John Wanamaker, the merchant prince of Philadelphia and New York. He showed his faith in advertising from the start of his business career. It has often been told how Mr. Wanamaker delivered his first order in a wheelbarrow, and put the money (\$38.00) into an advertisement in the *Inquirer*. He has built up a style of advertising that has become known in advertising literature as the Wanamaker style, or the Powers style, as it is sometimes termed, from the fact that his first advertising manager—and Mr. Wanamaker was ahead here in being the first merchant to employ a special advertising manager—and the one who impressed his individuality on the advertising of the house—was a Mr.

Powers. This is known as the conversational style of advertising—just talking to the people through the newspaper columns as the salesman would to the customer.

More and more advertisers recognize the value of illustrations in advertisements. Opinion differs as to whether these illustrations should be simply suggestive of the article advertised or a cut of the specific article itself. This will depend in some measure on the line of business. Where a number of specific articles are being advertised, there is nothing like the illustration of that article itself. In other cases a fancy illustration will suggest the line of goods and draw attention in this way. But it may be accepted as proven by experience that advertising is largely helped by the use of illustrations. They lighten up the ads as nothing else will do.

Should prices be given in an ad? is a question often asked. Certainly. Store talk is most useful, but the public are after something to buy, and want to know what it is and what price they are expected to pay. Unless it be on bargain days with the big stores a long inventory of prices is poor advertising, but in talking up a specific article, in most cases it is wise to bring in some reference to price.

Good advertising is helped by engrafting into the individual advertisements of a house some saying or sayings that become almost a watchword in the house. For example: "You press the button, we do the rest"; "Good morning, have you used Pears' soap"; "You get married, we'll feather the nest," and a host of others that could be quoted.

The question is sometimes asked, can any business or profession be advertised? I know no reason why the use of printer's ink should not be brought to the help of every one engaged in making a livelihood, whether merchant or professional man. I am well aware that those engaged in the learned professions—the lawyer, doctor, dentist—stick very religiously to professional etiquette in this matter. But why? There is nothing undignified nor degrading in an honorable and intelligent announcement of one's daily calling, be it mercantile or professional. This subject has been discussed in conventions of the various professions and whilst progress is slow, yet the conventional and unbusiness barriers that

have held many down in this respect are being broken away. The dentist is advertising to-day as he never did before. Why should not the lawyer who makes a specialty of commercial law, or other feature of law, so inform the public in dignified language?

Dwight L. Moody, who was a business man before he was an evangelist, has spoken plainly on this question of advertising as affecting religious gatherings. Mr. Moody said: "One thing which is wrong is the way many meetings are planned. Advertise them. Let folks know what is going to be done. I believe if business men would conduct their affairs, or newspapers were run as our churches are conducted, they would all be bankrupt in six months. I don't believe any man need preach to empty pews if he would only use a little common sense. Advertise. Put a notice in the paper. Stick out a sign." Here is a terse statement of the true spirit of advertising.

The question is naturally asked, is it wise to spend money for advertising in the many outside schemes and methods that obtrude themselves before the business man every hour of the day? Whatever other methods are adopted they must all be supplemental to newspaper advertising. But in many lines of business, the catalogue, booklet, tasty circular for inclosure in letter are all useful and necessary means to success in advertising. And if time would permit it would be interesting to go into this one particular subject and show the progress that has been made in the printer's art and in literary art in the preparation of booklets and pamphlets of a purely advertising character. Some of the ablest literary talent of the day has been brought into use in this way, just as Pears and others have enlisted the service of the world's greatest artists to help by illustration the selling of their wares.

A large development has been made in recent years along the line of poster advertising. Poster advertising has its place. Art to-day has been called in to requisition in the preparation of large poster material. I sometimes think that the real purpose of poster advertising has been lost and overshadowed by the artist. It is well that the picture should be attractive and style artistic, but it must be remembered that the poster is to tell the public in plain terms of some specific article, but if the reading that should

appear on a poster is not skillfully prepared, or as is sometimes the case, is omitted altogether, and the poster is merely a picture, the advertising value has been lost.

Advertising is after all earnest business—it means heavy expenditure of money and the business man who would succeed must be in dead earnest in his advertising. He wants to give to it the same thought he does to other branches of his business. He has not done this in the past. He has contracted for a thousand or it may be many thousands of dollars' worth of advertising and the contract signed, he, too often, gives little attention to the filling of his space, for which he is to pay good money.

The old advertising saw reflects the true spirit of advertising. If you would be successful, don't go at this business spasmodically. Keep everlastingly at it. Don't spread your advertising. If you can only spend a thousand dollars a year, concentrate it mainly in one direction—in one newspaper. Where your business will permit the addition of another thousand dollars, then you may commence to spread a little. But a small sum spread over all the newspapers in Toronto, and taking in every fake scheme that is presented, becomes very thin advertising in the end. And once having started advertising, don't let go. Advertising gains momentum as it goes along. A firm that manufactures a condiment of world-wide fame had been in the habit of advertising to the extent of £5,000 a year through one of the most eminent advertising agencies in London, England. They thought they could dispense with advertising, seeing that their special was on every table. Accordingly all orders and contracts were stopped. Sales began to fall off, and the decrease continued until the firm sent back to their agents and announced that they expected to advertise again. But the decline had become so serious that to recover lost ground they have now to spend £10,000 a year where formerly they spent £5,000.

ARTISTIC.

It is impossible for a true artist to produce an advertisement which will sell goods.

Never let the artist originate the lettering; he will invariably produce something hard to read. Have the reading matter set up and let him trace or reproduce the type.

The artistic advertisement is like whisky; it should be used in moderation.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Mr. J. W. Burriss of Chatham, Ont., is distributing somewhat of an oddity in the way of a circular. He has purchased a quantity of back numbers of the *Evening Banner* and cut this paper into single sheets, and has printed his circular letter matter on it in red ink. It is simply a large size ordinary circular, except instead of using clean white paper he has used a sheet of newspaper. This is an oddity, but that is about all that can be said about it.

Mr. Daniel W. Apry, the advertising manager for the *Banner*, has asked me for my opinion about it. In the first place, for a dry goods store that can get hold of daily newspapers that will reach the people to which the store caters, I think the giving around of any kind of a circular is sheer nonsense. I believe it has come to be a well-known fact that the hand-dodger, once so popular, is out of date, and deserves to be out. I believe that, as a rule, the business man that puts his money into advertising of this kind, instead of putting it into legitimate newspaper advertising, is throwing money away. This oddity in the way of a circular is entirely too big to hand around, and does not to my mind look clean and neat enough to represent a first-class dry goods house. In the second place, on the sheet that was sent to me for examination, one side of the page of the newspaper had already been devoted to a page advertisement of another concern by the name of C. Austin & Co. C. Austin & Co.'s advertisement, printed in black ink, was headed: "Great sweeping out sale, commencing Monday, January 3d." Mr. Burriss' advertisement, printed over this in red ink, reads: "We need the gold. Goods must be sold. Great January stock-taking sale."

At first glance at the paper, unless a person looked very closely they would not see the name of Burriss printed at the very bottom in red, but would see the name of C. Austin & Co. printed in black at the top, and think that both the red and the black referred to C. Austin & Co.'s advertisement. I do

not know whether Mr. Burriss and C. Austin & Co. conflict at all in business, but the sheet which I received is pretty near as good an advertisement for C. Austin & Co. as it is for Mr. Burriss.

If Mr. Burriss is solely seeking for a novelty in the way of a circular, I think he secured it, but it is a question in my mind whether a thing that is solely a novelty and nothing else is often a good advertisement.

* *

Some time ago I criticised an advertisement of Messrs. Browning, King & Co., St. Paul, Minn., because the advertisement demanded the strongest criticism. I believe that as a rule a store makes a very sad mistake when it lowers itself to go into a war of words with another store through the newspaper columns. Particularly do I believe that this is a mistake on the part of a high-class representative house such as Messrs. Browning, King & Co. It often may pay a poor concern to jump on a better one, but it will never pay a better one to answer back. I am in receipt of a letter from Mr. George A. Daugherty of Messrs. Browning, King & Co. of St. Paul, Minn., in regard to this criticism. I am glad to receive a letter from Mr. Daugherty because he inclosed a batch of advertisements showing Messrs. Browning, King & Co.'s usual style. These advertisements are good. Some of them are so good that I do not immediately see any way to make them any better. The fact that these advertisements as a rule are good does not make the exception which I mentioned before any less a mistake. There may be one case in a thousand where it will pay one advertiser to sit down on another one in a dignified way, but it will never pay a house like Messrs. Browning, King & Co. to lower its dignity by calling its competitor a "padded parasite," or indulge in roasting in words that the advertisement referred to used. It's true that the way to fight the devil is with fire, but you are pretty apt to get burnt yourself much worse than you'll

burn the devil. I repeat here two or three of Messrs. Browning, King & Co.'s advertisements which are exceptionally good:

We don't see how we can make our clothing any better than it is. Every stitch we have begins at good. The span of worth from good to best. Beyond best extravagance begins. Frills of all kinds are tabooed here. Our clothes are simply good clothes—inside and out. You will never know how good they are until you try them. A little thing may show us up—we mention a few little things: Half dozen box pure linen initial handkerchiefs, \$2.

One dozen pure linen collars, \$1.20.—Etc.

BROWNING, KING & CO.,

St. Paul, Minn.

Gentility.

The ease of manner and appearance of satisfaction which pervade a well-dressed man arise from a conscious knowledge of his attractiveness. There's a nonchalant poise of the head which says: "I know that I'm well dressed." His very manner disarms criticism, and the most flattering compliment to his tasteful appearance is a host of imitators. That's the effect produced by our clothing. Maybe it's because the trousers are cut just right, or because the coat hangs gracefully, or because the material is nobby. We can't tell—words aren't subtle enough to define the something which makes our clothing distinctly different from the ordinary ready made.

BROWNING, KING & CO.,

St. Paul, Minn.

Without a Cut

In price, without the slightest deviation from the truth, without the least bit of bombast, our clothing is the best value in St. Paul. "Best value" is a broad term. Are we in a position to father it? Let's see. Largest manufacturers of clothing in the world. Make and sell more clothing than combined output of any other two houses in the country. Big purchases mean lowest prices. Lowest prices mean narrowest margin of profit. Narrowest margin of profit means good value for you. Are you getting it? If not, why not? Better come here. Money back if you want it. Suits \$8 to \$25. Trousers \$2 to \$8.

BROWNING KING & CO.,

St. Paul, Minn.

Some time ago a certain newspaper got out a very attractive booklet in reference to their circulation. The booklet was well printed and well written. I don't know who is responsible for it, but presume it was gotten up by some one on the editorial staff of the paper. I hardly think it came from a business man, as he would no doubt have noticed that the book while beautiful in composition, was not a good advertise-

ment. The statements of the circulation of the paper were well made, and I believe absolutely truthful in every respect, but there were misstatements in the book which in themselves cast a shadow of distrust upon the statements. Five great advertisers had been selected to examine into the records of the publication and report on the circulation. The report made by these advertisers was beyond dispute, but in writing the book a good many misstatements were made in regard to these five advertisers. It was stated that each of them spent \$1,000,000 a year in advertising, whereas it is a well-known fact that no one of them approximates anything like that sum. This might sound all right to the outsider, but as the book was addressed to business men who are apt to know the facts in the case, I am pretty sure that a good many of them would argue this way: "If the paper will lie about one thing will it not lie about another, and if these five great advertisers will allow the paper to lie about them in one respect, will they not allow the paper to lie about them in another respect?" Would not a man be justified in making this supposition? I think he would, and that is why I believe that the little exaggeration which very few seem to care about, but which creeps in every line of advertising, is doing more damage to the great advertising business and to the cause of profitable publicity, than anything else that exists to-day.

No man can see his own business errors as quickly and as clearly if he depends upon his own judgment and observations as if he consulted the observations and judgment of others. I don't care how good the business man is, he can always get benefit from what others suggest to him. As I have mentioned before, I do not think merchants generally appreciate the value that they can get from suggestions of others.

In the first place these suggestions should come from others who are not in any way interested in you or your affairs. Outside persons entirely. It is a sad thing to say, but nine-tenths of the people who are interested in you and in your affairs will color their opinions to please you.

I have had a great deal of experience when working in the interest of certain stores in trying to find out what other

stores were doing. For instance, if the store with which I was connected was doing a large business in a certain line and wished to find out what other competitors were doing in the same line, I have often had a great deal of trouble in getting an accurate idea unless I went and found out myself personally. If I sent a number of salespeople from the store, I found that nearly all of them would come back with a different story, something would occur which would color their judgment, or they would say something that would please me rather than be truthful. Persons who are interested in any particular line of goods in your store are the most untrustworthy persons to send to examine the same line of goods in a competitor's store. Invariably they feel well disposed toward their own goods and evil disposed toward the goods of a competitor.

I remember an experience I once had with a shoe dealer that taught me the lesson that an outside person could judge much better of the value of merchandise when comparing two stores than a more experienced but prejudiced person. A certain shoe dealer had a competitor who began a very remarkable special sale of shoes, combining many kinds all at one price. I suggested to the shoe dealer whom I was serving that he send around and investigate what his competitor was doing, as I believed the competitor was selling much better shoes than he was. This was done the next day and the result of the purchase was shown to me to prove that my shoe dealer had much better goods at the regular price in stock than the competitor was selling at his special sale. It struck me that there was something very queer about this, so I investigated personally, making several purchases which I brought back to the store for comparison. To make a long story short, the person who had been sent to buy the goods in the first place had probably imagined that he could make a point in his favor in the eyes of the proprietor by proving that his goods were better than what the competitor was selling, and for that purpose picked out the most undesirable pair of shoes he could possibly find. This, of course, made my shoe dealer's heart beat with joy, but it fooled him in regard to what his competitor was doing. An investigation of this kind is dangerous. Don't be too eager to depend upon what is told you

in regard to your competitor unless you are absolutely certain that the person who gave you the information is both truthful and unprejudiced. It's strange, but nevertheless true, that nearly every merchant has wrong notions of his competitor's ability and business, not because correct notions can not be secured, but because the competitor's business is nearly always looked at from a prejudiced standpoint. Be careful that everything you do is not rated above par, while you are rating everything that your competitor does below par.

* *

Every man who runs a business of any kind should keep a log book. By that I mean a book in which to record from day to day such facts about your business and also that of your competitors' as may be of advantage to remember at some future time. Next year you will find it a great help in your business to look back and see just what you did and what your competitor did at this time. To look back and see what goods were advertised and note the results. This may save you from making many mistakes and may help you to find out the proper time for certain sales and certain trade movements. Keeping such a log book can not do you any harm. Some of the brightest merchants in the country have practiced this for years and find that amongst the books that the house holds the most valuable is the record of what has been done and what came of it.

* *

The idea of calling upon the people to select a name for an article of merchandise is not a very new one, but the old idea has been applied in a very good way by Mr. W. H. Fogarty, of Waterbury, Conn. Mr. Fogarty proposes to open a new drug store at 179 Bank street, and as a preliminary to the opening he has advertised, offering a sum of money in cash to the person who will suggest the most appropriate name for the new store. Blanks are furnished upon which any one can write the name suggested, and this plan ought to do some very good advertising for the new drug store. The fact that a large majority of the people are trying to think up a good name and win the reward will naturally tend to impress the name, when it is finally selected, not only upon the minds of those who were in competition, but upon the public generally.

The Character and Standing
of the
NEWARK
(N. J.)
EVENING NEWS
IS WELL ESTABLISHED.

The estimation in which it is held by the community is attested by these facts:

It is a two-cent high-grade newspaper, using no schemes to bolster up its circulation; yet in February, 1898, its average net daily circulation was

40,866 Copies

How it is considered by business men, advertisers, large and small, is shown by the fact that during February (usually a dull month) it published 800 columns of advertising in the 24 days, about 250 columns being under classified heads. This would seem to be proof sufficient for the experienced advertiser.

The rates of the NEWS are low, on the principle that, "Thou shalt not muzzle the ox that treadeth out the corn."

New York Representative,

R. F. R. HUNTSMAN, St. Paul Building,
Broadway and Ann Street.

THE PART THE PICTURE PLAYS.

By Edith R. Gerry.

PRINTERS' INK of March 23d says: "Advertisers are beginning to learn that many people who will not read printed matter will give attention to pictures."

Granted, but if people look at pictures, and pass by the reading matter, what good has the ad done? There certainly is a loser somewhere. I don't believe a lone picture ever sold any goods. Moreover, when people want to read ads, they will do so, and indeed if in an unguarded moment an uninterested man is beguiled into reading an ad, what good has it done? If he had wanted the article the ad advocated, he would have nabbed the ad, and not waited until the ad nabbed him.

To get down to rock bottom, all that the advertiser may hope to do is to get the reader to his store when he wants a certain article. The most warily worded advertisement never induced a man, or a woman, for that matter, to buy socks, when they really did not need them. Pictures will certainly strengthen advertising, so will two horses draw more than one, but the horses must be nicely matched, and one must not possess much more friskiness than the other. Picture and reading matter must be happily mated, and there indeed is perfect advertising.

It seems to me that there has lately been a tendency in illustrated advertising to pay too much attention to the picture part, and not enough to the reading matter. The endeavor is, of course, to get the most artistic as well as the most appropriate pictures possible, but the minute a picture becomes too artistic and beautiful it loses all connection with the matter advertised, and also its value as an advertisement. The beauty and art of the design smother the ad itself. The Quaker Oats pictures running in the different magazines are certainly very beautiful, gems of art in their way, but I have learned from an authentic source that they have not paid, and I believe this is so because the beauty part of the whole has been thrust too prominently into the foreground, while the "business" has been suppressed. Many of the magazine bicycle ads are becoming too artistic—not that the drawing is too perfect—nothing of the sort, but the ad part is hidden, thrust in one corner, and unless one is of a curious turn of

mind, the eye is satisfied with the picture, and passes on to another, without stopping to see why it is there.

Of course, we can not have too much beauty or art in advertising, but pictures are supposed to increase ad effectiveness, as well as attractiveness, and if they do not do this, some one is the loser. Picture and ad should be so skillfully blended that the moment the eye lights on the picture, a wild desire is felt to immediately proceed to the reading matter.

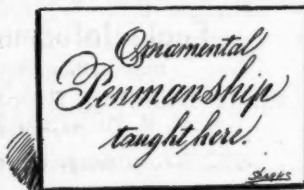
THE VALUE OF TRADE-MARKS.

To those who doubt the value of the trade-mark, it will prove interesting to stop a moment and see if they can't recall some one or more of these silent representatives with which they became acquainted long years ago, perhaps while yet little boys, and mother, when sending them to the store, described what she wanted, by telling them it had a picture of so-and-so on it; perhaps she herself did not know the maker's name, but by experience she did know that the package of starch, mustard, soda or stove-polish bearing a certain picture or device was superior.

The trade-mark is essential; it is a protection to the honest maker, and a menace to the dishonest maker; it is a protection to the buyer, and he realizes it even to the extent of, in many instances, paying more for the article bearing it, perhaps after his merchant has assured him that "here is something as good, or better, for less."

Two articles may look alike as two peas, but offer them for sale at the same time and place, for the same price, one bearing a well-known trade-mark, the other unmarked, and every time the marked one sells first. Why is it? Because, in this day and age, imitation and fraud has invaded every line of business, and the buyer must, to a greater or less extent, deal on faith; but he is not going wholly on faith if he can help it. The farmer is not supposed to be able to tell the texture nor temper of the steel used in making his plowshare, his pruning hook or his jack-knife, but he can tell you the brand of each that he regards superior to all others; or at any rate, that he is willing to depend upon. A trade-mark is a mark of identification that can not be mistaken, even by the ignorant; and when once well and favorably known in a neighborhood, its merits are explained by father to son, mother to daughter and the high standing of the article bearing it assured so long as the manufacturer is careful to keep it up to the standard and fully abreast of the times.—*Farm Machinery.*

BUSINESS TERM ILLUSTRATED.



"A FLOURISHING BUSINESS."

It Stands at the Head OF **Resort Mediums.**

It prints more Resort advertisements than any publication in the world. Circulation, Quality, Low Rates, its Free Information Bureau and Large Returns have made

The Brooklyn Daily Eagle

The Best and Most Extensively Used SUMMER
RESORT MEDIUM in the UNITED STATES. . . .

Think of it! Over 200 pages of Resort advertisements printed in 1897.

THE EAGLE Free Information Bureau is one of the most novel and unique as well as the most helpful departments ever established. Over 15,000 people annually make use of its advantages in facilitating their summer plans; the Bureau acts as your Brooklyn and New York agent. Send for Listing Blank, Picture of the Information Bureau and EAGLE Advertising Rate Card. Address,

Eagle Information Bureau,
Main Office, Rooms 28 and 29,
Eagle Building, Brooklyn-New York, N. Y.
Branch Bureau,
952 Broadway, Manhattan-New York.

AT THE HUB.

BOSTON, March 30, 1898.

Editor of PRINTERS' INK:

Two of our theaters are bidding for business in rather a unique manner. The Grand Opera House threatens to photograph the audience on the opening night of the opera season and later give the photos to its patrons as a souvenir, while at the Park Theater every woman attending on a certain night, and who rejoices in the name of Jones and will acknowledge it, will be presented with a full-size sofa pillow as a memento of "What Happened to Jones." A visitor just in from Lynn tells me the Pinkham Medical Works are to be greatly enlarged, work having already been commenced on new buildings to accommodate the growing correspondence and mailing departments. Mr. Chas. H. Pinkham, the general manager of the business, has presented the young ladies in these rooms with a piano for them to make merry during noon hours. At the Sportsman's Show just closed about the only striking advertising novelty found was a pipe given away by the United States Cartridge Company, of Lowell, Mass. It was made from a paper shot shell with brass bottom and bowl lined with white clay and fitted with a cherry stem. They were in great demand, the ladies wanting them to make bubbles with and the men for souvenirs. There was another pretty conceit made by Livermore & Knight, Providence, R. I., consisting of a card novelty showing a white rabbit in a cage with the injunction to "lift him by his ears," and when you did you pulled out a card with a Faneuil Hall game man's ad on. FAX.

IN INDIANAPOLIS.

INDIANAPOLIS, Ind., March 22, 1898.

Editor of PRINTERS' INK:

Horse-nets and wagon umbrellas are furnished by one or two clothing houses for advertising purposes.

One big clothing firm monopolize our street cars in one way: It has small tin sign announcements mounted on top of cars on either side. Present wordings are: "You can't lose at The When." "Take a When suit home with you." This firm publishes the weather forecasts in every newspaper advertisement. Its band gives concerts all summer long on stated evenings. It also has daily newspaper bulletins in one of its show windows. A haberdasher's window card reads: "Others not so good tagged a dollar everywhere, our price 50 cents" (for ties). Another tie-seller's card says: "A whiff of spring—soc." and still another speaks in this wise: "These ties at soc. makes selling easy." "All the latest and most fashionable creations shown here first, of course," reads a card in a clothing store. A card attached to a youth's wheel in a dealer's window says: "I am little, but strong enough to carry the whole family and part of the relations." A tailor's announcements are these: "Garments to fit person, pocket, position." "Order your suit to-day, done to-morrow." "Go to a glove store for gloves" advertises a glover. "Men live to die, but we dye to live" is the way another firm puts it.

GEO. B. FORREST.

A REFORM MEASURE.

PITTSBURG, March 28, 1898.

Editor of PRINTERS' INK:

We desire to inform you that Addison Archer has settled his account in full.

Very truly, HOTEL ANDERSON.

MARVELS OF ABBREVIATION.

PE ELL, Wash., March 18, 1898.

Editor of PRINTERS' INK:

These ads seem to refute the notion that brevity is the soul of wit. They are clipped from the Sydney (N. S. W.) *Herald*:

GIRMAN Cook, breakfasts, wants Pitt. as Chief or Pastry Cook. Apply German Institute, 113 Fl. 4-4.

HOBERT educ. exp. Lady wants Engag. as Lady's Companion to Europe. refs. Frost, Herald.

HOUSEKEEPER or Attendant on invalid lady, exp. chor. reliable. ex. refs. M. H., 11 Llewellyn-st., B. Ma.

HOUSEKEEPER.—Young Widow req. Sit., thor. dom., good manag. 267 Guilburn-st., Barry Hills.

LADY Help. Wanted Position by English Lady, tho. domes. pl. w' woman. refs. et. A.C., Herald, King-st.

MIDDLE-AGED W.—Housekeeper Disengaged. small est., quiet home, open 3 days. 292 Evans-st., Roselle.

MRS. COX can recommend sup. C. and L. country, comf. home, also p/gl more obj. than w/g. 126 Strand

WANTED: Sit. as Bacon-curing, Eng. and col. exp. cap. starting a factory. R. C. Post-office, Annandale

Yours, etc., THOS. H. DUNCKLEY.

SATISFIED AND PLEASED.

Office of
CHICAGO RECORDING SCALE CO.,
Manufacturers of
Automatic Recording Scales.
WAUKEGAN, Ill., March 29, 1898.

Publishers of PRINTERS' INK:

There was some doubt in my mind about the probable results of advertising an article like our Recording Scale in the Little Schoolmaster (issue of March 23, page 6), and my associates in business did not hesitate to say that I was a reckless fool. That was before the fact, however. A man who can read PRINTERS' INK for several years and then throw his money away had better not attempt to get rich advertising.

But I got off the track. I started in to tell you that I got the results before the bill was paid, and never in my life did I pay a bill with more satisfaction, and results are yet growing. Yours truly, V. F. MAVER.

WINDOW DRESSING JOURNALS.

Office of
THE SHERWIN-WILLIAMS CO.,
Manfrs. Finest Paints and Colors.
CLEVELAND, O., March 28, 1898.

Editor of PRINTERS' INK:

We have seen advertised somewhere a magazine or periodical published in the interest of window dressing, but can not now recall where the papers are published or what their titles are. Can not you give us this information? Yours truly,

THE SHERWIN-WILLIAMS CO.,
By Geo. W. Ford, Mgr. Adv. Dept.

Two journals of this character are published in Chicago, both monthlies, at a dollar a year. One is the *School of Window Dressing*, issued from 125 So. Clark street, and the other is called the *Show Window*, and is issued from 1130 Canton Building.

IT PUZZLES HIM.

WASHINGTON, March 24, 1898.

Editor of PRINTERS' INK:

Here is a statement that may be of interest to PRINTERS' INK. Our Mr. Oldham, while attending the New National Theater one evening last week, saw a lady in the audience reading a copy of PRINTERS' INK. What significant line of reasoning does this suggest? ASSOCIATED TRADE AND INDUSTRIAL PRESS.

Days	January	February
1	New Year	17,286
2	Sunday	17,435
3	21,759	17,578
4	24,120	17,816
5	24,154	20,772
6	23,846	Sunday
7	23,107	17,808
8	21,780	17,602
9	Sunday	17,553
10	18,091	17,651
11	18,183	17,829
12	18,087	21,029
13	18,313	Sunday
14	17,715	17,629
15	20,098	17,730
16	Sunday	21,023
17	17,430	20,797
18	17,253	18,964
19	18,935	21,464
20	17,361	Sunday
21	17,331	18,148
22	20,020	18,454
23	Sunday	18,102
24	17,028	17,703
25	16,924	17,779
26	17,203	21,789
27	17,129	Sunday
28	17,311	18,820
29	20,614	
30	Sunday	
31	17,339	
Monthly Totals	481,135	448,761

OFFICE OF
THE

Evening Wisconsin Company,

Milwaukee Newspaper Union.

BOOK AND JOB PRINTING AND
BINDING.



Milwaukee, Mar. 1, 1898.

Mr. A. J. AIKENS,

Dear Sir:

In answer to your inquiry as to the number of papers printed since Jan. 1, 1898, will say:

Total number for January
was . . 481,135 copies.

Total number for February
was . . 448,761 copies.

Total number for two
months . 929,896 copies.

Average for January, per
day, . . 19,245 copies.

Average for February, per
day, . . 18,698 copies.

Average for two months,
per day, . 18,977 copies.

Respectfully,

P. D. O'BRIEN,

Pressman, "Evening Wisconsin,"
Milwaukee, Wis.

MR. HOLMES IS MODEST.

MEMPHIS, Tenn., March 24, 1898.

Editor of PRINTERS' INK:

The *Commercial-Appeal* has a larger sale in Tennessee than any other paper, but Tennessee is a small part of the circulation. The State of Mississippi is covered almost wholly by the *Commercial-Appeal*. There are more daily papers of the *Commercial-Appeal* circulated in Mississippi and Arkansas than any other daily paper.

"THE COMMERCIAL-APPEAL."
W. G. Holmes, Business Manager.

IN CHICAGO.

CHICAGO, March 24, 1898.

Editor of PRINTERS' INK:

A furniture house announces: "Will we have a fire sale? Never! You can't buy damaged goods at Scholle's!" A large photograph taken at the time of the burning of the building on Wabash avenue is a drawing card in a jeweler's window. A millinery store says that its Spring opening will be "like the bursting of a bomb."

C. E. SEVERN.

INSURANCE ADVERTISING.

Quite recently a well-edited provincial financial weekly, which gives an average of perhaps less than a page (out of twenty pages) to insurance matters, took the insurance managers to task for their alleged want of enterprise in not responding more freely to the opportunities it offered for advertisements. Every man for himself, and every man to his own trade. Probably the insurance managers know their business, and know the kind of advertising that pays. The said provincial weekly alleged that in confining, to a large extent, their advertisements to the pages of journals specially devoted to insurance, and which only got into the hands of agents and others directly interested, they were guilty of the folly of "preaching to the converted." That writer, evidently, does not grasp the main idea in insurance advertising. It is to get good representation. People are not insured directly by advertisement; as a rule it requires personal contact. The company securing through the medium of an advertisement one good advocate thereby ultimately secures possibly a thousand assurers. Insurance managers are alive to this fact. The best mediums, in fact the only mediums through which the agents can be reached effectively, are the insurance journals.—*Commercial World, London.*

If the display line does not catch the eye, it is useless to add ornaments or rules.

SOME OBESITY CURES.

BEING SUGGESTIONS FOR OBVIATING THE UNHAPPY TENDENCY OF THE "LITTLE SCHOOLMASTER" TOWARD AN UNBECOMING CONDITION OF STOUTNESS OR FATNESS.

LITCHFIELD, Ill., March 25, 1898.

Editor of PRINTERS' INK:

About four weeks ago you asked the readers of *PRINTERS' INK* "What could best be omitted to reduce the size of the publication?" Since that time I have tried to think and can not make up my mind what you can omit best. The reading matter is *all* good, and I read the advertisements. By no means omit them. They are a source of financial profit to you and a source of benefit to me. From them I learn the latest styles of advertising, the catchy phrases and display lines. When I have read *PRINTERS' INK* I hand a copy to my customers and they all like to read it, and the present weekly installment does not supply the demand. I hope you will continue its publication until time shall cease and we shall all reach that happy land where hustling for ads is unknown. Respectfully,

P. A. RANDLE.

NEWMAN, Cal., March 21, 1898.

Editor of PRINTERS' INK:

I notice in *PRINTERS' INK* a request to subscribers for an opinion on which department of your journal they would rather see omitted. As a constant and careful reader, I would say none, as I find all of interest and value. I do not of course know your rates to advertisers, but would suggest a 25 per cent raise in them, as your space is worth it. But by all means leave the Little Schoolmaster's make-up as to departments alone. Very respectfully,

INIS STURGEON.

CHICAGO, March 25, 1898.

Editor of PRINTERS' INK:

PRINTERS' INK complains that it is getting too fat. It is strange that the astute Little Schoolmaster has wrongly diagnosed its own case. That is not fat on *PRINTERS' INK*—it is all muscle. If *PRINTERS' INK* really feels that it is becoming so big as to be a burden to itself, *PRINTERS' INK* would make the least mistake by dropping the department of street car advertising. Fewer advertisers are interested in street car advertising than in any of the other forms of publicity treated in *PRINTERS' INK* departments.

C. E. SEVERN.

448 Racine Ave.

The normal eye can read ten point for a long time without fatigue.

The Poorer Class of Papers.

I have advertised the American Newspaper Directory in every newspaper office from Kansas to Twillingate, Newfoundland. I find that the best papers in the country have no "kick" against its ratings. The poorer class of papers seem to be always in trouble with the Directory.

My address is care of Palmer House, Chicago. I am,

Trav. Adv. Agt. for
Dr. R. V. Pierce.

Respectfully
H. O. H. Hunt

WHAT SOME PUBLISHERS' ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Elba (Ala.) *Clipper* (1).—Guaranteed circulation of 1,050 copies weekly.

Gadsden (Ala.) *Times-News* (1).—Circulation each issue 3,001.

CALIFORNIA.

Los Angeles (Cal.) *Californian* (2).—We have the only strictly family paper published on the Pacific Coast, with an average circulation of 25,000 copies.

DELAWARE.

Newcastle (Del.) *News* (1).—Has doubled its circulation since January 1, 1898. It reaches seven-eighths of the city's homes. It reaches 41 post-offices in this county. It reaches 60 post-offices in this State. It reaches 20 States in the Union. It reaches 120 cities in the Union. Main circulation in Newcastle.

Wilmington (Del.) *Delaware Farm and Home* (1).—An eight-page weekly, for twelve successful years has been a constant and welcome visitor to the home of the best of the rural population of Delaware and Maryland.

ILLINOIS.

Chicago (Ill.) *Advance* (2).—As the sole religious newspaper representing the large body of Congregationalists in the Interior and Western States, the *Advance* finds its way into the homes of people who are just now enjoying a good measure of prosperity.

Chicago (Ill.) *L'Italia* (1).—Circulation 20,000 copies.

Chicago (Ill.) *Western Druggist* (1).—Larger circulation than any other druggists' journal in the world. Through the *Western Druggist* you "touch elbows" with the entire profession and trade.

Chicago (Ill.) *Western Plowman* (1).—Best edited, best printed, most closely read farm and family paper. Positively guaranteed paid-in-advance circulation exceeds 33,000.

INDIANA.

Hammond (Ind.) *Leader* (1).—This paper has the largest circulation of any paper in Northern Indiana.

Linton (Ind.) *Record* (1).—Guaranteed circulation of 1,000. Best advertising medium in Greene County.

IOWA.

Boone (Ia.) *Boone Co. Republican* (1).—Guaranteed circulation 2,600.

Burlington (Ia.) *Hawk-Eye* (1).—The *Hawk-Eye* is Iowa's foremost daily newspaper. We guarantee that no issue of the daily is less than 5,000 copies, and no issue of the weekly is less than 9,000 copies. Please note

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

our claim as follows: The best morning newspaper with the largest circulation of any morning daily paper published in a city of like inhabitants west of Chicago.

Des Moines (Ia.) *Iowa Homestead* (1).—Is eagerly read and gladly paid for by more Western farmers, many times over, than any other weekly agricultural paper in Iowa. No one can ever hope to reach all the people, but *Homestead* advertisers come nearer reaching all the progressive, up-to-date farmers of the West than it is possible to do by using any other farm paper.

Keokuk (Ia.) *Gate City* (1).—Circulation proven in contest before the Board of County Supervisors, under affidavit, to be the largest in Keokuk and Lee County, all the leading papers of the county competing.

Sigourney (Ia.) *Keokuk Co. News* (1).—The old home paper. Thirty-seven years old. Official paper Keokuk County. Sworn circulation, year 1897, 1,478.

KENTUCKY.

Franklin (Ky.) *Southern Journal of Osteopathy* (2).—Devoted to restoration of health without drugs and to hygienic methods of living. Circulating among the most intelligent and more prosperous class of the South. Reaching 10,000 people interested in hygiene and hygienic appliances. Unique, valuable, the only magazine of its class in the South. Unexcelled in workmanship and high class in every particular.

Lewisburg (Ky.) *News* (3).—The *News* is an ever enterprising local paper published every Thursday, with a circulation of 1,000 copies each issue, reaching an intelligent people and giving them satisfaction. It is yet young, but has a patronage many other papers much older would be proud of.

LOUISIANA.

New Orleans (La.) *Item* (1).—Guaranteed the largest circulation of any paper in the State of Louisiana.

MASSACHUSETTS.

Athol (Mass.) *Healthy Home* (1).—The best newspaper directories accord the *Healthy Home* by far the largest circulation of any publication of its class in all America.

Boston (Mass.) *New England Farmer* (1).—An excellent woman's interests publication. Circulation 17,000.

Boston (Mass.) *Saturday Evening Gazette* (1).—Largest circulation of any N. E. society medium.

Boston (Mass.) *Times* (3).—The *Times* is a Boston paper for people of discernment who do not fear the truth. For 35 years its circulation has been among men and women of the type by which Boston is known the world over—the active ones in the home of art, literature and science.

MICHIGAN.

Battle Creek (Mich.) *Moon* (1).—Largest circulation in Battle Creek of any paper of Calhoun County.

Detroit (Mich.) *Foundry* (3).—5,500. For

some time past we have been promising ourselves that we would toot our own horn to the extent of about a column whenever our regular paid circulation exceeded the 5,000 mark. The above figures are our excuse for devoting a small space to this purpose. Any one acquainted with the circulation of trade journals knows that but few of these have an issue of above 2,500 copies. Therefore it is with considerable pride that we, after a few short years, and not very good years at that either, can point to this result of our labor in an uncultivated field. To our advertisers we will say that ours is a paid circulation, the only kind it pays to patronize.

Sault Ste. Marie (Mich.) *News* (1).—The representative Republican journal of the Upper Peninsula. The oldest, best and largest circulated paper in Chippewa County.

MISSISSIPPI.

Kosciusko (Miss.) *Mississippi Farmer* (1).—Circulation, past year, 1,320 weekly.

MISSOURI.

Neosho (Mo.) *Times* (1).—Weekly edition of 1,300. Largest in Newton County.

St. Louis (Mo.) *Inland Illustrated Christian Endeavor Monthly* (1).—The most popular paper of its kind in the world. We will make it a condition of any advertising contract to prove our circulation to exceed 120,000 copies per issue, or expect no pay for advertising done.

St. Louis (Mo.) *Journal of Agriculture* (1).—Largest circulation of any Western agricultural weekly.

NEW JERSEY.

Haddonfield (N. J.) *Tribune* (1).—Prints special editions weekly for Collingswood, Magnolia and Berlin. It circulates throughout seventeen other towns adjacent to Haddonfield. The combined circulation of the *Tribune* is 1,600 every week. It goes into six hundred and seventy-eight homes in Haddonfield proper.

NEW YORK.

New York (N. Y.) *Fashions* (2).—Every copy goes to a woman of means. No copies returnable. Circulation not duplicated by other mediums. *Fashions* is equal to an entire list of ordinary magazines; 200 daily papers would not give more thorough circulation in their respective localities than *Fashions* offers.

New York (N. Y.) *McClure's Magazine* (2).—Is the only magazine to our knowledge that is willing to state the circulation of every issue from the first.

Syracuse (N. Y.) *Post* (1).—The circulation of the *Post* for the six months ending January 1, 1898, was 2,361,500 copies—a daily average of 14,946 copies. During this time there were printed and circulated for sampling purposes, not included in the above count, 87,520 copies of the *Daily Post*. The average weekly circulation of the *Post-Express* for the six months ending January 1, 1898, was 9,770 copies.

Whitney's Point (N. Y.) *Reporter* (1).—The leading county and local weekly. Circulation 2,100 and growing.

OHIO.

Springfield (O.) *Woman's Home Companion* (1).—This great woman's magazine offers to discriminating advertisers one of the best mediums in the world for reaching intelligent women of means in every State in the Union. Its circulation in cities and towns is national and is not confined to any section or class. The average monthly circulation for past three months, including February issue, is 318,320 copies.

PENNSYLVANIA.

Philadelphia (Pa.) *Democrat* (1).—The

only paper through which an advertiser can reach the German population of Philadelphia and suburbs.

Philadelphia (Pa.) *Home Queen* (1).—A popular home journal for women. Guaranteed circulation 100,000 copies monthly.

Philadelphia (Pa.) *Ladies' Home Journal* (1).—One thousand circulation costs less in the *Ladies' Home Journal* than in any other high-class publication. Over 700,000 copies of the *Ladies' Home Journal* are printed and sold every month. More than half of the population of the United States would not buy high-class goods if they saw them advertised every day. Of the other half—the people who have money to spend and know how to spend it—the *Ladies' Home Journal* goes directly to more than one-tenth.

Pittsburg (Pa.) *Commoner and Glassworker*.—Devoted to the interests of the glass and pottery trades. Largest circulation of any industrial paper in America.

Pittsburg (Pa.) *News* (1).—The daily average circulation of the *Daily News* for the month of February, 1898, was 24,704.

Pittsburg (Pa.) *Times* (2).—According to a recent census taken, there are over 1,000,000 people within a radius of 60 miles of Pittsburg. The *Times* goes into 55,000 homes in this territory every day, which would include, counting five persons to each family, 275,000 persons. Conceded to have the largest circulation of any paper in Pennsylvania outside of Philadelphia.

Pittsburg (Pa.) *Volksblatt* (2).—We take a justifiable pride in calling your attention to the fact that the *Volksblatt* is the official German newspaper of two cities, Pittsburg and Allegheny, for the reason that this distinction is conferred solely upon the papers of largest circulation.

Pottstown (Pa.) *News* (2).—The only morning in the county. Circulates in Montgomery, Berks and Chester Counties. The circulation is a convincer, giving exceptional large returns to the advertiser.

Washington (Pa.) *Reporter* (1).—Thrice-a-week, average for 1897, 1,374. Daily, average for 1897, 2,885. No other paper in the county even pretends to have such a circulation. No other publishers make affidavit to circulation. Started in 1876 with 500 subscribers. Slight but steady increase each year, without exception.

TENNESSEE.

Athens (Tenn.) *Athenian* (1).—Double the circulation of any paper ever published in the county, and larger than all newspapers combined that are read in the county.

Columbia (Tenn.) *Maury Democrat* (2).—Only all home set and all home printed country weekly in the State—all machinery driven by power. A thoroughly equipped job department. Body of paper set in minion and nonpareil. Circulation has not been under 2,550 for the past year. New business office and press-room just added and latest "ad" and job faces to supply the trade. Columbia, the county seat of Maury County, is the distributing point for one of the greatest grain, potatoes and stock producing centers of the entire South.

Franklin (Tenn.) *Williamson County News* (1).—Bona fide subscription list larger than that of any paper circulating in the county.

TEXAS.

Waco (Tex.) *Youth's Southland* (1).—3,000 to 4,000 copies are now printed every issue and circulated among the best class of persons. And estimating that five persons read each paper, we reach from 15,000 to 25,000 persons.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Don't use deceptive head-lines that appear to hold out some special attraction which the rest of the ad does not back up. Even when this is almost a joke on the face of it, it is not business-like. Here is an example. *Don't follow it.*

We Will Give

as low prices on

Lumber

and all kinds of building material as is consistent with good grades.

Away

down prices do not always mean good grades. Come in and see us

Some Day

and we will show you our stock and quote prices. Corn and oats taken in exchange for lumber and on accounts.

This might just as well be "Have a cup of fragrant, refreshing tea ready for him," or "Have a nice, juicy steak ready for him," or "Have a comfortable arm chair for him to rest in," or "Have a bright, cheerful lamp for him to read by."

By adapting the ad in one of these or numerous other ways it may be made applicable to any business.

A correspondent writes :

Will you kindly give in your department an advertisement appropriate to the photographic business? I find it difficult to produce one that will bring results and yet not give the idea of sham or cheapness in the quality of workmanship.

Here is an ad intended for this purpose :

Photography.

You'll Regret It

If you let the days go by without getting those photographs taken which you have in mind. Time brings changes. Think what may happen. I give great care to obtain the most artistic and natural poses, and the ones most becoming to the subject. Besides this, my pictures have a reputation for fine retouching and superb mechanical finish.

I have been particularly successful with children's pictures.

During the month of May I will finish six fine "Imperials," size 7x5 inches, for \$2.

I fancy the majority of people will get their own pictures taken any time, anywhere, at the drop of a hat, if the price is low enough and they have it.

Begin your advertisement by showing how artistically you take photographs and how beautifully they are finished. Then explain that during such a month you will give a specially low price ; or, in order to show parents how well you can take children's pictures, you will give a special price on them ; or, in order to introduce a new style, you will give a special price.

There is a class of people to whom it comes as an astonishing idea that they should have their photographs taken. It is worth while suggesting it to them.

War Declared.

I have declared war, relentless war, on high prices. I have adopted an aggressive policy and the fight will be carried into the enemy's lines. I have got the name of saving money for my customers and I mean to keep it up.

Dining Room Suit.....	\$12.00
Oak Bed Room Suit.....	9.75
Extension Table.....	1.98
High Back Din'g Room Chair	.75
Mattress.....	.75
Antique Bed.....	1.98
White Enamel Iron Bed.....	1.98
Oil Cloth, per yard.....	.20
Corduroy Couch.....	3.50

Our whole stock in same proportion.

Terms made to suit

JAMES M. CARBERRY,
S. W. Cor. Front and Cumberland Sts.

A Butcher that Knows His Business

never takes advantage of the inexperience of new housekeepers by giving them poor cuts or light weight. We treat our patrons honorably and in the same courteous manner, and cut them the best of the kind that they ask for—and when we do that you couldn't find better for love or money.

Fresh and Smoked Meats of all kinds, Oysters, Poultry, Butter and Eggs.

Fresh Country Sausage at 10c. per pound.

Best Elgin Creamery Butter at 25c. per pound.

YOUGH PROVISION CO.,
216 W. Main St., Connellsville, Pa.

Good for Any Business.

Ladies, Don't Forget The Breadwinner.

Buy him a pair of soft Slippers to rest his weary feet when he comes home from his daily toil ; they do not cost much.

*Ladies' Tailoring.***It Costs Less**

to be gowned gracefully and fittingly than to be gowned in the usual half haphazard way—if you know where to go for the Gown.

The expression that is put into a Gown should harmonize with the individual.

Knowing what to do and how to do it, the cost to us is even less to turn out perfect work than it is to the average tailor to produce the happy-go-lucky sort.

The cost to you is less—Tailor-made Gowns at \$35, \$40, \$45, \$50 and \$60.

We make up your own materials if you wish.

**Easter
Novelties**

in Spring Suitings and Trousers are here for *You*. Ready to be looked at. Time to order, *Now*.

Trousers, \$3 to \$5.

Suits, \$15 to \$20.

Clothes to measure exclusively.

NEW ENGLAND PANTS CO.

Our Flag Is Still Here.

As we look at our crowded shelves and counters, we are prompted to say there never was a time in our career when we were so well able to fill every possible footwear want.

We ask you in—to look or to buy. Certainly you'll agree there is no other stock to compare with ours—none to equal our own "exclusives"—the footwear of fashion.

They are novelties which you never see elsewhere than here—which you won't either. We leave the ordinary footwear for the others—ours is entirely different from the commonplace. There's nothing in the footwear world we can't show you.

You ought to come in shortly now and look at the ladies' new spring Oxfords and shoes. The men's spring styles are worthy of special mention—but every "particular" man knows the store full well.

*Baby Carriages.***A Spring Prescription For Baby.**

Don't give the baby medicine. It isn't half so effective as plenty of fresh air and a ride in the new carriage on a fine spring morning.

Our new spring stock of Baby Carriages is in and don't think it ever was more praiseworthy. We buy from famous makers and our trade is so large that we can get and give the lowest prices.

We can sell you a good carriage as low as \$3.50. Plain reed body, cretonne cushions and silesta parasol.

Shellacked reed body carriages, upholstered in plush, satin parasol, \$8.75.

KIEFFER BROTHERS,
218-222 North Salina Street.

*Dry Goods.***There is an Air of Newness**

about every department in this store. Turn where you will you'll see some new spring goods. It's a larger stock than we have ever shown that we offer for your inspection, and above all it's a stock of goods bought at first hands, for spot cash and at the right prices. Then again, most of the styles shown are exclusive styles, goods and patterns that you will not be able to duplicate elsewhere.

Groceries.—By H. D. Glenn.

A Housekeeper's Talk

along the line of cooking materials is generally all right. They talk from experience, not hearsay. When you hear the expression,

"BROWN'S IS A GOOD PLACE TO BUY GROCERIES,"

from an experienced housekeeper, you may be convinced that you will always find a select variety of good, clean, fresh groceries in stock and that our prices are right, too. We offer this week:

[Prices.]

Hair Mattresses.

We buy the materials and *make* the mattresses. We *know* their high standard, and many recent patrons now endorse our very strong claims for them. In making them ourselves we give you a substantial saving. For instance, here's a very good one, weight 40 lbs., at \$7.50. We also make them of the choicest hair for \$46.75.

Any Business.

Do You Want To Make Some Money?

Come to see us. We will turn our entire stores into bargain counters for a few weeks. We intend to close out all our winter goods quickly. We offer the goods at prices that will sell them, and as they will go rapidly do not wait until it is too late.

**Genuine
Diamond
Rings,**

\$5

WILLIAM J. MILLER,
28 E. Baltimore St.

Hardware.

An Old Saw

is the Disston Saw, and a blessing to workers in wood the world over. From Henry Disston down the makers of these tools have aimed at quality first of all. Quality considered, prices are low. No. 7, 26-inch, at \$1.25. Higher grades in proportion.

You should try the Big Box Paste Stove Polish we have at 5 and zoc.

THE RELIGIOUS NEWSPAPERS.

By Chas. N. Kent.

Whether the first religious newspaper published in this country was the *Boston Recorder*, established in 1816 by the father of N. P. Willis and afterwards consolidated with the *Boston Congregationalist*, or whether it was the *Weekly Recorder* of Chillicothe, Ohio, established in 1814, afterwards removed to Pittsburg and consolidated with the *Presbyterian Banner*, has always remained an open question. It is contended that the Ohio paper was *not* religious, and hence not entitled to precedence, but Doctor Allison combats this contention in so emphatic a manner and uses his arguments so effectively that his opponents are inclined to withdraw from the field, leaving him in full possession.

From the one paper in 1816, or the one in 1814, Congregational or Presbyterian, as the reader pleases, to the 948 papers published in 1897, and exponents of thirty-one distinctive sectarian denominations, which are subdivided into over one hundred more, is an enormous stride. Their combined circulation is over four million copies each issue, and the influence which they exert is probably greater than that of any other of the periodical press. For this reason religious newspapers are regarded with more than ordinary favor by general advertisers, and the leading ones demand a higher rate per line than secular papers of similar circulation. But it is equally true that the price demanded and the price actually paid are, with few exceptions, as variant as with any other class. The religious papers, moreover, taken as a whole, show no special desire to reveal their circulation figures, but are rather more than ordinarily inclined to "keep dark" when the question is put to them. It is shown in the American Newspaper Directory, from which these statistics are gathered, that less than one-third of the whole number consent to furnish a circulation statement which can be called reliable, and more than two-thirds prefer to have their circulation estimated by the Directory editor. It is fair to presume that the estimated circulation is high enough, else the underrated publication would cause the error to be promptly righted. No one knows so well as the newspaper publisher that an estimated circulation, if too low, can most easily be made correct with-

out labor or expense by simply furnishing the figures.

The only religious newspapers of over 75,000 circulation which were willing, and did, furnish an exact statement for publication in the last issue of the Directory were:

New York Christian Herald.....	125,500
Philadelphia Sunday School Times.....	151,625
Rochester Assembly Herald.....	120,000
Boston Golden Rule.....	99,846

The New York *Independent* in its issue of January 6th gave the number of communicants in each of the different denominations from statistics recently gathered. We copy these figures in the table given below, and follow them with the number of newspapers credited to the denomination indicated, and these with the estimated aggregate circulation of the newspapers. It should be kept in mind, however, that all the different bodies of each general denomination are placed in one class. The Baptists, for example, are divided into six different bodies, the Methodists into seventeen bodies, the Lutherans into twenty-one, and so on. In the table they are combined, the general denomination alone being given.

	Communi- cants.	Pa- pers.	Circula- tion.
Adventists.....	81,945	13	53,875
Baptists.....	4,157,300	117	378,400
Christians.....	121,500	15	47,700
Church of God.....	38,000	15	26,625
Communitic.....	3,930	2	1,700
Congregationalists.....	630,000	23	103,125
Disciples of Christ.....	1,051,079	13	104,475
Evangelicals.....	121,770	8	7,300
Free Thought.....	12	15,700
Friends.....	117,474	8	20,000
Holiness.....	11	18,650
Jews.....	143,000	42	191,750
Latter Day Saints.....	297,370	6	34,375
Lutherans.....	1,507,466	39	129,075
Mennonites.....	54,544	5	9,175
Methodists.....	5,735,898	99	451,150
Moravians.....	14,220	2	1,800
Presbyterians.....	1,490,169	54	429,075
Protestant Episcopal.....	667,503	55	140,550
Reformed.....	357,221	13	77,433
Roman Catholic.....	8,347,218	146	633,500
Salvation Army.....	47,000	3
Spiritualists.....	45,030	8	16,250
Sweedenborgian.....	7,674	5	4,875
Theosophy.....	3,000	3	2,300
Undenominational.....	177	1,130,490
Unitarian.....	70,000	3	6,100
United Brethren.....	291,517	14	18,775
Universalists.....	51,093	4	20,500
Y. M. C. A.....	9	19,300
Y. P. S. C. A.....	24	209,246
.....	948	4,295,369

Where no figures appear in the above table, showing the number of communicants, it is because they are not available. The Roman Catholics count as communicants all baptized persons, including children. The leading Salvation Army papers do not

insert advertisements, and hence circulation is not known. The undenominational class includes many of the best newspapers and the one of largest circulation—the New York *Christian Herald*. They are all “religious,” but not distinctively of any one creed or the organs of any one denomination.

For advertising purposes, one will confine himself pretty closely to a selection from the 508 religious newspapers, each one of which is estimated as exceeding one thousand copies, and whose aggregate circulation each issue is estimated at 4,031,369. This list is given separately in the Directory, with the circulation rating opposite each paper, and can be readily analyzed. The remaining 440 newspapers are accorded a combined circulation of 264,000, or an average of 600 each.

A CIRCULAR.

WORCESTER, Mass.

To the Retail Drug Trade of Mass.:

GENTLEMEN—Mr. M. Barkman, of Binghamton, N. Y., having agreed to discontinue cutting the price of Phenyo-Caffein, we have caused the temporary injunction that we had obtained against him to be waived.

We are expecting to institute proceedings against a chronic cutter in a prominent New England city, for the purpose of stopping him from cutting the price of Phenyo-Caffein, and to establish our lawful right to sell through the agency of wholesale distributors with price restrictions.

We concede to buyers of Phenyo-Caffein a right to do as they choose with the pills, but retain a proprietary interest in the name and shall oppose its exploitation by advertising cutters. Very respectfully,

PHENYO-CAFFEIN CO.

CIRCUS ADVERTISING.

Circus advertising was introduced originally by P. T. Barnum in the “palmy days” of the tented arena, when he, with old Adam Forepaugh and Dan Rice, toured the country with a few wagons and one or two elephants. The illustrious P. T. (peace to his ashes) advertised the local butcher, baker or candlestick maker by means of a sheet lettered hastily by any amateur artist of the show and tied upon the elephant with strings. A few dollars were made in this manner, but it was not placed on a paying basis, as the proprietor of the show, with his multiplicity of duties, had no time to attend to the advertisement. —*Profitable Advertising.*

THE LARGEST ADVERTISING SIGN.

In the April *Ladies' Home Journal* is an article on “The Greatest Things of the World,” in which the following information appears:

“The largest advertising sign in the world is said to be on the hillside of an islet off the Grand Canary, northwest of Africa. It is several hundred feet above the level of the sea, and contains the words: ‘Grand Canary Engineering Company,’ in letters each 15 feet wide and 30 feet high, each bar of the letters being 2 feet 3 inches broad. The sign is 750 feet long.”

B. GOOD.

GOOD AND GREAT.
IS GOOD AND DOES GOOD.

Mr. Brent Good, proprietor of Carter's Little Liver Pills, is on his way East from California, where he has just succeeded in breaking up a nest of counterfeiters and imitators of his well-known goods. He arrested forty druggists and the two conspirators who manufactured the imitations, and succeeded in securing a conviction in every case he prosecuted. Mr. Good has long been the terror of evil doers in this particular direction. When he starts on a crusade he never lets up and never compromises. His idea is to protect not only his own trade-mark and that of other proprietors of well-known remedies, but also the public. Some manufacturers are satisfied to seize the labels and goods made by the counterfeiters, but Mr. Good goes beyond that and prosecutes the offenders to the limit of the law. Mr. Good feels that nothing short of imprisonment will deter counterfeiters from pursuing their objectionable practices.

The extent to which these imitations and counterfeits are carried is alarming. The labels of well-known preparations are photographed and the boxes, bottles and packages so closely imitated that it is often difficult to detect the genuine from the bogus.

“Not over 60 per cent of the people who call for Carter's Little Liver Pills get what they go after. When a man starts out deliberately to commit a fraud by putting up a medicine in imitation and selling it as genuine I propose to hunt that man down and make him suffer for his offense. I have never yet failed where a case was properly presented to a jury, by a competent attorney, to secure a conviction,” says Mr. Good.

Mr. Good is most direct in his methods. In San Francisco he had three paid detectives working up the cases since last November. He discovered the printer who used the counterfeit labels and by using his evidence secured convictions.

Mr. Good left last night for Chicago to attend the trial of five men indicted for imitating Hood's Sarsaparilla, Pond's Extract, Alcock's Plasters, Scott's Emulsion and Carter's Little Liver Pills. The original plates at the electrotypers' were located and followed up to the printers. The detectives arrested the printer and five others and indicted everybody. Mr. Good points with pride to the fact that during the past thirteen years he has sent no less than twenty-two people to the penitentiary for compounding and selling fraudulent preparations.

Two of the greatest sufferers from counterfeiting are the proprietors of Listerine and Antikamnia, both made in this city. Mr. Good is the friend and champion of all well-meaning, honest druggists, but the uncompromising foe of scoundrels. —*The St. Louis Star, March 23.*

LEITER'S LUCK.

There is one man in the United States who has a big stock of merchandise on his hands and who will not be obliged to do any advertising to help him dispose of it—Joe Leiter, of Chicago. The newspapers are furnishing him ads gratis. —*National Advertiser.*

THE U. S. HEALTH REPORTS.

Advertising men know that the *United States Health Reports* is a publication devoted to “write-ups.” The more you pay the more flatter puffery you get for whatever you may have to sell. —*National Advertiser.*

NOTES.

Farm News and Womankind, of Springfield, Ohio, have been sold to the Garver Publishing Company of that city.

A GRAND street (N. Y.) furnishing store has a sign in its windows reading, "If you like good children buy a pair of our 75c. kids."

THE Dublin *Freeman's Journal*, St. Patrick's day edition, contained in every copy sent to America, a sprig of "real shamrock" from the "ould sod."

EVEN the retailers of shoes have now an organ. It is called the *Shoe Retailer*, and is issued monthly at 17 Spruce street, New York, by the *Shoe and Leather Reporter* at \$1 a year. The first issue gives good indications of the potential excellence yet in store.

A BROOKLYN candy manufacturer is giving away packages of candy free to school children. The "sweeties" are shaped like a quarter dollar and they all bear the candy man's advertisement. The packages are being distributed outside the public schools in the afternoons.

G. T. TRICE, a real estate dealer of Lamar, has studied up a novel scheme for advertising Missouri's resources at the Omaha Exposition. He is going to have 100,000 cornstalk canes made, well varnished and ornamented, which will be presented to visitors.—*St. Louis (Mo.) Chronicle*.

THE sign of a West Side drug store lumps together its stock in trade in the following catholic fashion: "Ice cream soda water, hair tonic, hot bouillon, rat poison, hot chocolate, the cyclist's own liniment and egg phosphate and sure cure for mosquito bites, all for sale here."

AN enterprising Chicago restaurant man printed this choice morsel on his bills of fare: "Julia Marlowe, now at the Columbia theater, is a leader, and so are our New England boiled dinners, 15 cents. Go and see her and then look at our pigs' feet and cabbage, 10 cents."—*Art in Advertising*.

JAS. S. KIRK & Co., soapmakers of Chicago, offer to churches cash prizes for returned wrappers of Kirk's Soap. The plan is that all the members are to use Kirk's Soap, and preserve the wrappers, thus securing money to pay off church debts. For 100,000 wrappers \$500 is offered.

HERE is a typical English advertisement of one kind from the *Athenum*: "Gentleman (twenty-four) possessing literary capability, proved by the publication of many short poems in the magazines, and by the rejection of two novels, one of which he has since burned, requires position as confidential secretary, or the like.—Address, &c."

THE Toronto dailies tell of a lecture given in the Y. M. C. A. parlors by Mr. J. S. Robertson, formerly of this town, and one time owner of the *Chronicle*. Mr. Robertson made the statement that \$300,000,000 yearly is spent in America alone on advertising, and that in no other business or profession of the times are such prizes to be won as by those who have ability along the lines of writers and managers of advertising. Some men are to-day earning \$75,000 and \$20,000 a year as experts in advertising. The most interesting and valuable of the publications devoted to advertising—PRINTERS' INK, published by Geo. P. Rowell & Co., New York—is well named the "Little Schoolmaster in the Art of Advertising." A Whitby boy, who has made his mark in this new profession—Mr. F. James Gibson, advertising manager for the

great Oriental goods house of A. A. Vantine & Co., New York—contributed an address on the subject matter—"Advertising"—at the winter meeting of the Canadian Press Association in Ottawa. He was present on invitation as president of the Sphinx Club, an organization of the editors and advertising managers of New York, limited to fifty in number, of which he was the founder.—*Whitby (Ont.) Chronicle, March 25*.

THE WANAMAKER IMITATORS.

It was Mr. Wanamaker's Philadelphia advertising years ago which initiated an entirely new method of addressing the public. The distinctive character of the matter, of the type and of the make-up then introduced has been copied far and wide, and any one who will examine a large batch of advertisements from various sections of the country will find a great proportion of them built on Wanamaker lines. So generally, indeed, have the Wanamaker methods been adopted that advertisement writers are running perilously near to monotony, and the question arises whether it is not time for the initiation of another style which shall sweep the country as the Wanamaker method has done. We make this suggestion, of course, without intending the least disparagement to Mr. Wanamaker's advertisement writers. The originators of a style of advertising are well able to stand by themselves. It is the copyists who would do well either to originate for themselves or take a new style for a model.—*Dry Goods Economist, New York City*.

IS IT OVERDONE?

Isn't the application of art to advertising being a little overdone? In fact, isn't there a tendency on the part of advertisers to compete with art in their announcements as they appear in many of the magazines? Art is all right, so long as it harmonizes with the advertising matter accompanying it, or bears some relation to or is appropriate to the thing advertised. But when it completely overshadows the subject matter of the advertisement by not only attracting the attention but absorbing it, it strikes us that it is carried too far.—*National Advertiser*.

THE TRUE POLICY.

When an advertiser is convinced that he has secured the paper of largest circulation among the people he wants to reach, it will pay him better to make his announcements in that paper in ample form than to contract his space in order to have money to spend on other journals. In other words, it will pay better to advertise large and systematically in the best paper than to spread the advertising out thin in an attempt to patronize every paper published.

KEEP FIRING.

The extra ounce of powder might have thrown the shell into the enemy's camp, for victory often lingers near the outer edge of defeat. Train your guns upon an aim, a hope, an ambition or a purpose and keep on firing. Some shots will go wide of the mark. Some will fall short, but the time must come when experience has taught you method, system and judgment. Then every shot tells. Keep firing.—*Michigan Tradesman*.

ONE ADVANTAGE.

An advantage of advertising in daily papers is that returns are prompt.—*National Advertiser, New York*.

Why a Publisher Should Be Glad to Tell His Own Story, in His Own Words, to the Users of the American Newspaper Directory.

Advertising to-day is not done on the basis of doing a favor to the publisher; it is looked upon as an investment that is expected to yield a profit. Careful thought and consideration is given to every paper before the judicious advertiser adds it to his list.

The standard aid and text-book of the advertiser to-day is the American Newspaper Directory. To that book he looks for clues to enable him to decide what points and papers he shall seek and which to avoid.

The catalogue description of the papers in the Directory is of necessity restricted to points that are susceptible of exact statement, all being given in compact form and with strict adherence to a plan. The circulation of a paper is given, but nothing is said about the character or how thoroughly the paper covers its field from an advertiser's standpoint; and yet this very information is wanted by the advertiser who uses the Directory, and at the very time when he is using the Directory.

For the publisher who has anything to tell that is worth driving into the advertiser's mind, the small paragraph in the Directory following the catalogue description is the most effective entering wedge.

Publishers' Announcements.

A publisher's announcement may have a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress, but preceded by the word advertisement. The charge for such an announcement is 50 cents a line for each issue or \$3 a line for a year. No announcement accepted for less than \$1. An order amounting to \$10 or more in any one issue of the Directory entitles the advertiser to a free copy of the Directory (price \$5), delivered carriage paid. A free copy of one issue of the Directory will be sent in consideration of a yearly advertisement amounting to \$10 or more for the year, provided the advertisement is paid for in advance—not otherwise.

Pictures of Buildings and Portraits.

Small pictures of newspaper buildings, or portraits of publishers, not exceeding an inch in length or breadth, may appear with the catalogue description of a paper if desired. The charge for the insertion of these pictures is \$10 a year and such an order carries with it a right to one free copy of the Directory (price \$5), carriage paid, if the amount of the order is paid in advance—not otherwise.

Displayed Advertisements.

A quarter-page display advertisement may have a place in letterpress portion of the Directory in a position on the same page with or opposite the description of the paper. The price for this space and position is \$35 for each issue or \$100 for the four issues appearing in a year; and the yearly advertiser is entitled to a free copy of each of the four issues of the Directory (price \$5 each) to be delivered to him carriage paid. Half pages and full pages are charged at the same rate. Half pages \$50, full pages \$100, for each issue.

Discounts for Cash.

Five per cent may be deducted from prices named if copy of advertisement and check in full settlement accompany the order. Ten per cent may be deducted if payment in advance is sent for an entire year.

Orders amounting to less than \$10 can not be accepted unless paid for in advance, because the trouble, delay, expense of bookkeeping, making drafts, conducting correspondence, etc., are so frequently greater than the small amount of the charge warrants or compensates.

Address orders to

**Publishers of the American Newspaper Directory,
10 Spruce Street, New York.**

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. **WOMAN'S WORK**, Athens, Ga.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. **ARO ENGRAVING CO.**, Youngstown, Ohio.

WRITE for special plan to produce 16 pp. Sat. and Sun. papers at lowest cost. **BERGREN**, care Printers' Ink.

PAINT metal roofs. Work guaranteed for 10 years. **HARVEY ENGLISH**, Albany, Ga. English paint stops leaks; Yes It Do.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

\$22,000 EARNED by one agent with free outfit in 5 years. Several earn \$1,000 yearly. P. O. 1371, New York.

A COMPETENT man and college graduate, who has had experience on the daily and trade press, desires an editorial position. Address "A," care Printers' Ink.

WANTED—Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address **THE WINCHESTER PRESS**, Winchester, Va.

RHINESTONES WANTED—The advertiser has uses for Rhinestones. Will buy, in quantities, from those who will sell best quality at lowest price. Address with particulars, price, etc., "RHINESTONES," Box 709, New York City.

DRAWINGS FROM PARIS—A lady in Paris, competent and experienced, desires an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dress-makers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement, after submitting specimens. Address "A. M. T.," care of Printers' Ink.

WE WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS?
50,000 GUARANTEED CIRCULATION.

Rates, 25 cents per agate line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 " 5 lines	17.50 " 5 inches
1.50 " 6 lines	21.00 " 6 inches
1.75 " 7 lines	24.50 " half col.
3.50 " 1 inch	49.00 " one col.
7.00 " 2 inches	98.00 " half page
10.50 " 3 inches	156.00 " 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 2 1/2 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in **WOMAN'S WORK**, Athens, Ga.

BILLPOSTING AND DISTRIBUTING.

J. E. STROYER, advertising distributor, 114 Weld St., Rochester, N. Y.

NEWSPAPER METALS.

HONEST electro, stereo, and linotype metals. **E. W. BLATCHFORD & CO.**, Chicago.

MAILING MACHINES.

THE Matchless Mailer; nothing like it. By **REV. ALEXANDER DICK**, Meridian, N. Y.

PRINTERS.

CUTS of every kind for every purpose. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

BARGAINS.

CUTS of any subject by every process. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

JOB PRINTING SPECIALTIES.

MAKE your ads attractive with the right kind of cuts. Will help you. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

IOWA AND NEBRASKA.

HARGER & BISH, of Dubuque, Iowa, Gen'l Agents for the Blickensderfer Typewriter, have a special "ad" proposition that will pay Iowa and Nebraska papers to write for.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

IF you use cuts, let us show you samples and prices. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, L't'd, 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISEMENT CONSTRUCTORS.

JONES.

DIXEY, 150 Nassau St.

"ASK LEWIS ABOUT IT."

JONES, 101 World Bldg., N. Y.

LEWIS makes medical ads pay.

JONES, see advertisement following.

LEWIS' address is PENN MUTUAL BLD., Phila.

CLARENCE F. CHATFIELD, 179 Front St., Oswego, Tiooga Co., N. Y.

THE only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING**, South Bend, Ind.

ADWRITING and Pictorial Window Posters for druggists. Best and cheapest advertising. **BURNS**, The Druggist, Bernardsville, N. J.

NOTICE—No matter who does your writing, get my prices on your printing. **WM. JOHNSTON**, Mgr. Printers' Ink Press, 10 Spruce St., N. Y.

SEND your name on a small postal for a copy of my large postal. **WM. JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

FOR 12 years my work has been very successful advertising large department and clothing stores. I can better your business. Write **SWART**, 13 Beaver St., Albany, N. Y.

W. B. POWELL has 350 of his ready-made drug ads left and will close them out for 25 cents in coin and a two-cent stamp. There are 104 of these up-to-date ads in each sheet and will coin money for you. **W. B. POWELL**, 19 W. Elm St., Norwalk, Ohio.

2 P.C. WEEKLY—3 ads written weekly for your 25¢ business (retail) on separate sheets, complete except as to prices, ready for printer, with instructions for single or double column display. Service by the year—15¢ ad—\$13. Send 25¢ for 3 current ads; mention line of trade. **ALFRED MEYER CO.**, Downing Building, New York City.

TRANSLATIONS.

HAVE you letters or price lists to translate? Send them to our Translation Dept.; all languages; dependable work; small cost. ASSOCIATED TRADE & INDUS'L PRESS, Wash., D.C. (2)

ADVERTISING NOVELTIES.

WE want to hear from people who want cuts. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

CAMERAS are the most attractive premium and advertising novelty to be had. We have them, and the price so low you can afford to burn them. YALE CAMERA CO., Chicago.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MISCELLANEOUS.

SEND your name on a small postal for a sample of my *Large Postal* for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. WM. JOHNSTON, 10 Spruce St., New York.

PILES cured quickly and permanently by Dr. Brown's Pile Cure. Used by many physicians in practice. Price 25c.

CATARH and the headaches it brings relieved and permanently cured. Hay fever and asthma vanquished by Dr. Brown's Cure. Price 25c.

BALD HEADS and gray, faded hair cured. Month's trial 25c. All by mail. Address BROWN MED. CO., DEPT Y, Youngstown, Ohio.

FOR SALE.

1 BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FOR SALE AT A BARGAIN—Hoe Press, double cylinder, with two Dexter folders attached. Has been in use but two years; good as new. Size of bed 33x44. Will print 5,000 per hour. Just the press for a small daily or large weekly paper. For further particulars address "PRESS," care Printers' Ink.

FOR SALE—Goss Web Perfecting Press; capacity 8,000 sixteen-page papers (11x15 inches) per hour, folded and pasted, or 8,000 eight-page 2x15 inches, not folded and pasted, but cut in fours. In good condition. Price low. Owners sell only because they now need press for half-tone work. Address "WEB," care Printers' Ink.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

HARDWARE DEALERS' MAGAZINE. Copy free. 371 Broadway, New York.

THE FLUSHING JOURNAL is the leading daily and weekly of the Borough of Queens.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 24th. Sample free.

WHEELING NEWS, 7,500 daily. Only English eve's paper in city 40,000. LA COSTE, N. Y.

REPUBLICAN JOURNAL, Littleton, N. H. 2,500 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa., have some facts about denominational papers for intending advertisers. Write to them.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,500. A good country paper at a great trade center.

REACH OREGON, Washington and Idaho progressive farmers via the WEBFOOT PLANTER, the leading farm journal of the Pacific Northwest. 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. WEBFOOT PLANTER CO., Portland, Ore.

THE ALBANY TIMES-UNION grows stronger and better every day. It is modern, progressive and vigorous. It has snap and independence. Is fearless in battling for the rights and welfare of the people. It won its present high position on merit, and is determined to maintain the lead. JOHN H. FARRELL, editor and proprietor.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. BOWELL ADVERTISING CO., 10 Spruce St., N. Y.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$1.50. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

THE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day.

It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The New York MUSICAL ECHO is the best advertising medium for the money. It has a guaranteed monthly circulation of 13,500 copies.

Address Southern Branch New York Musical Echo Co., 163, 165 and 169 Congress St., Savannah, Ga.

Dead wood

Is there any dead wood in the list of papers or magazines you are using? Is the advertising bringing inadequate results?

Where is the fault? Is it with you, or the copy, or the media, or the agent?

It will pay you to pay me to study your case and tell you the plain truth about it. Write me—confidentially.

Charles Austin Bates,

Vanderbilt Building, New York.

POSIT

In advertising is hard to get these days.
You pay double for it in almost any r
The nearest to position, without extra co
Here you are not one of a hundred or m

ONE OF SIXTEEN

Does not that reduce competition?
Any space is good space in a Street Ca
There's no chance about the result—
It will be read.
Read at the right time, for the Street C
The buyer to your shop door.

GEO. KISSA

253 BROADW

SITION

days.
any medium you can name.
extra cost, is Street Car Space.
d or more—but

EEN OR TWENTY.

Street Car — IF you put the right stuff in

Street Car is the vehicle that brings

SSAM & CO.,

ROADWAY, N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, APRIL 6, 1898.

MINIMIZE the number of display lines.

AN advertisement is the news of a business briefly told.

THE Boston *Journal* has a new advertising manager. He is Mr. John Adams Thayer, and very handsome his portrait looks in *Profitable Advertising* for March 15. The only thing connected with the *Journal* that would look handsomer than Mr. Thayer would be a statement of its actual output covering the last twelve months. Feeling, however, that anything so attractive will not be easy to obtain, PRINTERS' INK will endeavor to content itself with frequent contemplation of the handsome features of Mr. Thayer as shown in the portrait referred to.

ONE paper has been unearthed that is able to compete with the Chicago, Ill., *Record* in its one-seventeenth of a cent per line per thousand rate accorded to the advertisements of the Ripans Chemical Co. That one paper is the *New York Journal*. In the *New York Journal* the same company have the same contract at one-twentieth of a cent per line. Ridiculously low as the price seems, the Ripans Chemical Co. find they have to send to the *Journal* a check for between \$3,000 and \$4,000 a month to keep the account even. But that is the reason why the Ripans Tabules are outselling any other proprietary medicine in New York to-day.

THE following papers are running the twelve-inch advertisements of the Ripans Tabules on the basis of one-seventeenth of a cent a line for each thousand copies printed:

Chicago, Ill.	Record
Elmira, N. Y.	Star-Advertiser
Toronto, Ont.	News
Toledo, O.	News
Durham, N. C.	Christian Educator
Salem, Mass.	Gazette

The offer is said to be a wide-open one and every first-class paper is invited to struggle with it.

"ADVERTISING FOR DRUGGISTS" is the name of a new monthly publication issued by the Druggists' Publishing Co., North Adams, Mass., at one dollar a year, and devoted to the specialty indicated by its name. An advertising journal devoted to a single branch of business is useful, of course, but it is doubtful whether it has any real value. Drug advertising does not differ in essentials from grocery or any other advertising, and what one can expect in a drug advertising journal is simply to have the old advertising axioms and postulates applied to the particular business in hand. However, the newcomer seems to be wide awake, and determined to conquer all obstacles.

IN PRINTERS' INK of March 23 there appeared an article on Fac Simile Typewritten Letters, which appears to have been read with interest in many quarters and has called forth considerable comment. For instance, half a dozen correspondents point out that had the Little Schoolmaster scanned his own columns he would not have had to plead ignorance of a Chicago concern who do this work, for there appears the name of the Chas. A. Foyer Co., Times Building, Chicago, Ill. Another correspondent sends some specimens of excellent work done by the Fac-Simile Letter Co., of 41 North Seventh street, St. Louis, Mo., and expresses his regret that this firm does not more widely advertise itself. Messrs. Gerry & Murray, of 31 and 33 Broad street, New York City, also favor the Little Schoolmaster with fine samples, one being a fac-simile letter of thanks sent out by our present mayor to all who spoke favorably of his candidacy—something apparently deserving special thanks—while he was a candidate. The firm expresses itself as fully willing to explain its process, in this respect differing from others in the business.

A FAIR PRICE FOR THE GENERAL ADVERTISER.

By George P. Rowell.

It is estimated that there are American papers enough printed to supply each family with four copies of a paper or periodical of some sort every week, or two hundred copies in a year.

There are fifteen million families in the United States, consequently the yearly output of printed periodicals from dailies to quarterlies count up no less than three thousand million copies.

The Ripans Chemical Company use an advertisement measuring one hundred and seventy lines.

At one-seventeenth of a cent a line for each thousand copies the cost of inserting this advertisement is exactly ten cents for each thousand copies in which it may appear.

If, therefore, this advertisement were accepted by every publication and should appear in every one of the three thousand million copies, the total cost would be (for three thousand million) the respectable sum of three hundred thousand dollars.

So also it is equally plain that at a cent a line for each thousand copies printed, the total cost would be seventeen times as much, that is five million one hundred thousand dollars.

Now it is apparent that a five-cent medicine could hardly stand an outlay of five million dollars a year for advertising its merits to fifteen million families. It would even be necessary to sell as much as one five-cent packet to every family to get back in profits the three hundred thousand dollars the advertising would cost at the lower rate.

It may be that whoever has followed the argument thus far will conclude three things :

First, that no very large portion of the total circulation of all the papers can be had at one-seventeenth of a

cent a line for each thousand circulation.

Second, that the advertiser can not afford to buy any very large proportion of the total circulation at a rate so high as one cent a line for each thousand circulation.

Third, that the proper rate therefore will be somewhere between the two rates named—*i. e.*, somewhere between one cent and one-seventeenth of a cent a line for each thousand circulation.

It is at this point conceded (apparently) that a cent a line for a thousand issues is a prohibitive price, one which no general advertiser can afford to pay if he would use all mediums, and equally conceded that one-seventeenth of a cent a line for each thousand issues is a lower price than, under ordinary circumstances, a publisher can afford to accept for his space.

All this leads us to three logical conclusions:

First, that the general advertiser whose goods are distributed may safely buy space in every medium that will sell it to him at the lower of the two rates named.

Second, that until he has bought all the space that is to be had at the lower rate he can not afford to buy any at all at the higher rate.

Under no conditions can the quality of the best circulation be worth seventeen times as much as that of the worst sort of circulation that can be conceived.

MORAL.

For the advertiser and for the publisher there is food for thought in what has here been said.

CIRCULATION—Quantity, first; quality afterwards.

A MAN out West had noticed to what extent PRINTERS' INK seemed to decry the practice of advertising in weeklies, and was astounded one day to learn that PRINTERS' INK is published weekly. Wonders will never cease.

THE more a man has advertised the less he thinks he knows about it.

If your advertisements sell goods in New York City, they will sell them anywhere on earth.

If advertisers would pay more attention to what they say and less to the way it is going to look, they would get better results.

ABOUT a year ago the managers of the New York daily papers were induced to invest about \$6,000 in a type called Livermore Italic, which was intended to be used exclusively for the advertisements of the Siegel-Cooper Co., the great department store. During that time and now the New York *Times* has used the same type in some of its news headings and in advertisements of Best & Co., while advertisements of the *Tribune* almanac have also appeared in it. A few weeks ago a New York advertising agency prepared an advertisement of McGibbon & Co., importers of linens, and after having it set in the type pre-empted by the Siegel-Cooper Co., offered it to the New York newspapers for insertion. The Siegel-Cooper Co. people protested, and threatened to withdraw their patronage unless the exclusive use of the type was preserved to them, contending that there was an agreement to that effect. The *Mail and Express* concluded that there did exist an implied agreement. The *Commercial Advertiser* and *Tribune* at once rejected the McGibbon advertisement. The *Evening Post*, *Sun* and the *Times* refused to accede to the request of the Siegel-Cooper Co. The *Times*, it is said, repudiated any agreement in regard to the type, and demonstrated that even if inclined to control the type in which advertisements were to be set in its shop, it could not exercise a similar censorship over announcements submitted in the form of matrices or plates. The *Times* also suggested to the department store people that if their advertising in the *Times* was paying it was foolish to stop it, while if unprofitable it was equally foolish to continue. The Siegel-Cooper advertising has been withdrawn from the *Post*, so it is said, but still appears in the *Sun* and *Times*; and authority for inserting the McGibbon advertisement is being solicited by still other New York newspapers, which also contain the Siegel-Cooper advertising.

THERE is no other commodity bought and sold of which buyer and seller are so absolutely ignorant of its value as newspaper advertising. Space of the same quality is daily sold at prices varying as widely as the difference between a cent and a dollar, and neither buyer nor seller knows whether he is paying too much or accepting too little.

THE term "British" is used to describe the English, Scotch and Welsh collectively, and a similar condition applies to the term "Scandinavian." It is used to designate the Norwegians, Swedes and Danes. While there is a great similarity in the languages, there is no Scandinavian language in common. The languages are "Norwegian-Danish" and "Swedish." The type used by the Norwegian-Danish papers is the German text and that used by the Swedish papers is the Roman text. The Scandinavian (Norwegian, Dane and Swedish) population of the Northwest is very large, that of Minnesota being over one-fourth of the entire population. The following table from the census of 1890 shows the number of Scandinavians then residing in the States named:

STATES.	Norwegians.	Danes.	Swedes.
Minnesota.....	195,764	22,182	155,089
Wisconsin.....	130,737	23,882	29,993
Iowa.....	59,822	25,240	52,171
North Dakota...	47,877	4,032	7,974
South Dakota...	36,827	7,179	12,333
Total....	473,007	82,535	257,460

The Minneapolis (Minn.) *Tidende* claims to reach the Norwegians and Danes and to enjoy the distinction of having the largest circulation of any weekly paper in Minnesota.

FAKE PUBLICATIONS.

The Boston *Herald* instances one illustration, at least, to show the extent of the abuse in the use of the mails for second-class matter. It says that there were 24,234 publications that claimed and were awarded the privilege of second-class mail rates in the last six years, while an examination of Bradstreet and Dun, whose business it is to make a record of publications entitled to the second-class rates, shows that there were but 3,747 legitimate newspapers and magazines of this character existing. If this is correct, then there are more than 20,000 bogus publications that are mailing advertising fakes and who prey upon the Post-Office Department, with the result of the loss of \$40,000,000 annually. These facts were brought out by Congressman Clark, of Iowa, himself a publisher, in his speech on the Loud bill.—*The National Advertiser*.

With equal truth it may be remarked that in the Dun-Bradstreet list of legitimates, neither the Boston *Herald* nor the *National Advertiser* have a place.

—[ED. P. I.]

ADVERTISING ought to be one of the most thoroughly and seriously planned parts of a successful man's business.

A COMMON mistake of advertisers, truthfully says a contemporary, is to estimate the value of advertising space of one newspaper by the amount asked by another publication. It is a mistake of judgment for a business man to estimate the value of space in a reputable newspaper with a good circulation by that of some other publication which will accept business at any price and be pleased to get it.—*Naples, N. Y., Record.*

Notwithstanding the undoubted accuracy of the two statements printed above, the facts as stated do not warrant an advertiser in paying more to one paper than to another merely because it demands more, unless for some reason the advertiser is compelled to use the higher priced journal.

THE CUMULATIVE VALUE OF ADVERTISING.

The business of the Ripans Chemical Company is in its seventh year.

Every year has shown a greater increase in sales over the preceding year.

The rate of increase is now much more rapid than at any previous time.

In January, 1897, the sales were much larger than in any previous month.

In February, 1897, the sales were much larger than in January.

In March, 1897, the sales were much larger than in February.

In April, 1897, the sales were much larger than in March.

In March, 1898, the sales were \$2,952.98 more than in the months of January, February, March and April, 1897, all added together.

The sales in January, February and March, 1898, were \$7,504.40 more than the total sales for the entire years 1892, 1893, 1894, 1895, and 1896, all added together.

In no week in 1898 has the company failed to have a profit of more than a thousand dollars on the sales for the week over all expenses, including advertising.

The par value of the stock is \$100 a share, but no share is known that can be bought for \$200.

The company is at present earning between \$50,000 and \$75,000 per year net, and the rate of increase apparently established would carry the profits for 1899 above \$300,000.

THE "UNITED STATES HEALTH REPORTS."

Office of
MARY SCOTT ROWLAND,
Parlors, Salesroom and Laboratory,
123 Fifth Ave., bet. 20th and 21st sts.,
New York, March 24, 1898.

Editor of PRINTERS' INK:

Have read in your issue of 23d a synopsis of the Guy bill. It is to be hoped that it will become a law and then enforced. I notice recently that several parties are using a purely fake indorsement of a so-called publication called the "United States Health Reports." I believe their office is at 99 Nassau street. A little over a year ago they came to me with a nicely worded article extolling the virtues of my preparations at great length, offering to publish same provided I would take a few hundred copies; they pointed out what confidence the people who read it would have in an indorsement of the "United States Health Reports." I at once firmly refused to be a party to such a base imposition. I trust that the Guy bill will forever exterminate such unscrupulous publications with such misleading titles, to the use of which they have no right whatever.

MARY SCOTT ROWLAND.

The Little Schoolmaster recently endeavored to locate the "United States Health Reports," with the result of discovering that that interesting publication had been discontinued. While it existed it is said to have done quite a prosperous business. Its method of operation consisted in writing a laudatory essay in regard to some proprietary preparation. This effort was submitted to the maker and advertiser of the article, with the information that he could have it inserted in the "United States Health Reports" provided he would agree to purchase a certain number of copies of that publication. It was pointed out to him that he could use specially eulogistic extracts from the published matter in his advertising, crediting them to the "United States Health Reports," and people would then believe that these extracts were the result of an impartial investigation by the United States Government, the title "United States Health Reports" giving that impression. A large number of advertisers are to-day found using these extracts, indicating that the originator of the scheme must have found ready listeners; and he has already found several imitators, quick to recognize the potentiality of the idea.

FORMULATE your second campaign from the results of the first.

THE newspaper that classifies the advertisements it carries increases their effectiveness.

INFORMATION FOR MR. GRIFFEN.

Editor of the National Advertiser:

If consistent, will you kindly give me your opinion as to what you consider the two best advertising mediums in each of the following cities in which to advertise a twenty-five cent food preparation? I want this information for a friend of mine who is thinking of advertising in these cities, selecting but two papers in each city, with the idea that it is better to use a reasonable quantity of space in a limited number of papers than to attempt to distribute an otherwise small appropriation among all the papers.

Detroit, Cincinnati, Cleveland, Pittsburgh, Chicago, Kansas City, Minneapolis and St. Paul.

HARRY F. GRIFFEN.

306 Chestnut st., Philadelphia, Pa.

Ordinarily we would not vouchsafe any advice in a matter of this kind, as it smacks somewhat of the Rowell methods, but as we happen to be particularly well acquainted with the newspaper situation in these cities, and as a canvass among half a dozen impartial advertisers whose business it is to know, confirms our opinion, we do not hesitate in this instance. The *Free Press* and the *News* are the papers you want in Detroit. In Cincinnati, the *Enquirer* and the *Post*. In dealing with the *Enquirer*, it would be well to make your arrangements through your local agents, if you have one, or through a local grocery house, as they can secure better terms. In Cleveland, the *Plaindealer* and the *Press* are the best to use, all things considered. The *Leader* would be an equal choice for the morning field; but for the fact of your being an out-of-town advertiser, we do not think you could deal with it to advantage, as its rates are not adapted to "foreign" advertisers. Pittsburgh is different in many respects from the cities just mentioned. We do not think that your rule of using but two papers would apply here. There are no phenomenal circulations in Pittsburgh, and to use but two papers, you would not get the same proportion of circulation to population that you get in other places. Besides, Pittsburgh is one of the most thickly populated districts in the country and comparatively isolated. The *Times*, *Sunday Dispatch*, *Chronicle Telegraph* and the *Leader* are the papers. Kansas City, like Washington and Buffalo, is essentially an evening field, and the *Star* and *World* are the papers we would recommend. In Minneapolis, the principal dry goods houses seem to be of one opinion—that there's only one morning paper there, the *Tribune*. They do not have any reserve in giving written expression to

this opinion, which is something unusual, as testimony of this kind is commonly qualified. The *Journal* is the best in the afternoon field, and ranks equal to any paper in the Northwest. By the way, the *Journal* is a good mail order paper. The *Dispatch* is all you want in St. Paul.—*The National Advertiser, New York.*

A NIGGER IN THE WOODPILE.

Iowa, March 18, 1898.

Editor American Newspaper Directory, New York:

DEAR SIR—Allow us a moment of your time to make an inquiry and make a statement or two.

Why can not the country newspapers be allowed a more definite rating than the long step between "I" & "H." It occurs to us it is too far between 1000 & 2250. You say make your figures for each and every week. In doing so we give an unscrupulous competitor who is competing for county printing a club as he can bring the Directory before the County Commissioners and say here are their figures in said Directory and "ours are much more although not given." The *Reporter* could fill out the yearly circulation report showing that we printed every week in 1897 more than 1800 copies but it would not reach "H" so of what use would it be. We are rated "I" as all should be between 1000 & 2250.

If there were letters for 1500, 1800 and 2000 it occurs to us it would be a great thing for country papers when there are contests for the appointment of "official papers" carrying with it county printing. Then we could make our weekly statements and get approximately the proper ratings without the exact figure being given. I mean the letter would state whether between 1800 & 2000 etc. To illustrate by example. We have just passed through a contest which took the County Commissioners eight days to determine which of the two papers should be awarded the county printing. The decision was that the *Reporter* has 37 more subscribers than the other paper, so you see where figures are so close we do not like to publish them in Directory yet we would like a rating of more than 1000 when we printed over 1800 every week last year.

This letter is not for publication but to place the facts before you and ask you if our suggestions are worthy of making an effort to remedy the matter.

You may have had your attention called to it before yet we hope you have not so thoroughly canvassed it as to have come to the conclusion there is no remedy for in the middle west especially there are a large number of papers that have a circulation close to 2000 yet not up to 2250 so they are classed as 1000 unless they give exact figures as above stated.

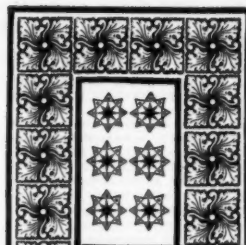
Inclosed find addressed envelope for reply.

Yours,

W. F. PAYTON.

Bua. Mgr.

The editor of the Directory confides to the editor of PRINTERS' INK that the Directory is a book for advertisers, not for publishers: and that the reasons given above for keeping the circulation in partial darkness do not commend themselves to him.



The Leading Evening Paper
of
New York.

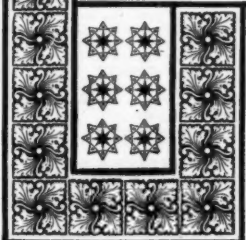


.. The ..
Mail and Express.

It goes into the homes of the best people and
is patronized by the leading advertisers.
Every copy counts for the advertiser.

The Half-Tone Magazine that accompanies the
Saturday issue should commend itself to
Magazine Advertisers desiring quick returns.

203 BROADWAY, NEW YORK.



ADVERTISERS' BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are lots of them, and some of them are mighty good.

BETTER to keep well than to get well.

SERVICE as good as the best at a price as low as the lowest.

THE good ad merely presses the button, the article must do the rest.

THE goddess of fashion makes our stores her throne. Economy is the handmaid.

PROGRESS is the law of this establishment, that "to-morrow may be better than to-day."

SHORT words and short sentences are easiest retained in the mind of the advertisement reader.

THE windows of the soul are the only windows for which the Hartshorn Shade Roller is not adapted.

THE rock on which we stand is that of public confidence. As the foundation, so the superstructure.

YOU think our chocolate most delicious as a drink until you eat it—then you think it best both ways.

"WE'RE after you," and we shall use every honorable method that we can think of to get your patronage.

SCHILLING'S BEST costs more to make than any other baking powder; but you don't have to pay more.

IF our shirts don't fit, your money back. If you think they don't fit, your money back. No cross looks—just the money.

WE don't sell glasses offhand. We fit them with a proper regard to the important part they play in your every-day life.

BREVITY is all right in its place, but to be brief does not imply to slur over important points for the sake of saving space.

WE receive so many compliments on the merits of our clothing that it is wholesome sometimes to hear a complaint. It keeps us up to the mark.

IT is not enough that the goods we sell shall please you at the time of purchase. They must continue to please you so long as they last; else we shall not be satisfied.

IN our store you'll have no care beyond the pleasing of your fancy, for even should you whimsically imagine you would rather have your money back, it's yours for the asking.

OUR work is really the best kind—the very best procurable. It is the careful, patient, earnest, honest kind that insists on perfection as much for its own satisfaction as for yours.

THE qualities, designs, shades and colors of these new garments are a delight to look at. The artist who created them has excelled his own delicate appreciation of the beautiful.

SOME celebrated men have boasted that they never used a dress suit. Perhaps they were never tempted. Had they seen our garments their disdain would have changed to admiration.

THE garments we offer have nothing in common with the conventional ready-made suits. On the contrary, they bear every mark of the elegant and refined completeness of the most skilled custom tailor.

THERE is more gain to the merchant in selling a Ferris Waist at a profit of 25 cents than in selling some other not so good at an apparent profit of 30 cents. Why? Because the buyer comes back again for the Ferris

Waist—it gives satisfaction—a permanent customer is secured.

ALL clear water is not pure. Some of the best looking water has the most deadly germs of disease. It needs an expert to tell good water. Unfortunately, it isn't branded so that it can not be mistaken, as is the case with Hub Gore.

A REPUTATION for integrity can only be maintained by truthful statements. Temporary advantage may be gained by deceptive announcements, but it reacts. Customers are the only effective advertisements; their indorsement carries weight; their censure is also weighty and lasting.

THERE can be no better store news to-day than the store news of yesterday, with such amendment and addition as circumstances enforce and permit. Bargain tales such as yesterday's may be twice told, though the second telling must be brief, for new events crowd closely and clamor for recognition.

A SHOE is known by the service it gives. It is not always what you pay for a shoe, but what it pays you in wear, that determines its worth to you. That's why we are so urgent in asking you to let us fit you with some of our new styles at \$2 and \$2.50. Price means nothing until you see the shoes. They please every one.

PUT together for keeps.

Every point a good point.

Little to pay, lots to save.

Easy shoes for hard-worked feet.

Prices mowed down to a minimum.

Only a V for trousers that fit to a T.

There's a bigger-priced look about them.

Come before the best patterns take wings.

Wet weather won't worry wearers of our wet weather shoes.

Which is cheaper, a warm house and a coal bill, or a cold house and a doctor's bill?

ROTOR.

There are mines in Colorado, fifty miles from any railroad, where anthracite coal may be had for the mere cost of taking it from the earth. Applying to the coal trade the modern theory of space buying, the Colorado product ought to fix the price of coal everywhere. In New York City the *World* makes a rate of fifteen cents a line for classified advertisements, furnished rooms, boarders wanted, etc., and guarantees that advertisements appearing in its columns will receive a circulation of 500,000 copies. This is at the rate of $\frac{1}{2}$ of a cent per line per thousand of circulation. Up in Buffalo there is another paper with a circulation of 60,000 which asks the same price per line, or at the rate of $\frac{1}{4}$ of a cent per line per thousand. According to the new idea the Buffalo rate ought not to be tolerated, and people having furnished rooms to rent in that city, or wishing boarders, should advertise in New York, where the price is reasonable. Carrying the idea still further, in St. Louis there is a paper which makes no charge in its classified columns for "Help Wanted." This establishes the rate for this class of business throughout the country.—*The National Advertiser, New York City.*

CUTS.

Hair lines fill up if too close together. A solid black can not be shown in the average newspaper.

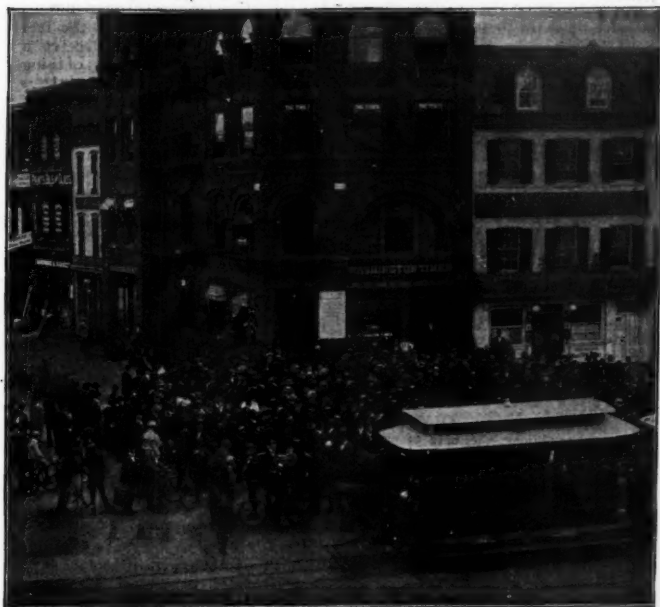
The background is the part to be studied over.

Tell the story with the minimum number of lines.

The Largest Daily Circulation in the South.

The Advertisers' Guarantee Company swears that the
WASHINGTON TIMES has a circulation exceeding..... **38,000**

under a bond of \$50,000. Free copies, exchanges and
samples are *not* counted! * * * * *



"WAITING FOR THE EXTRA."

The American Newspaper Directory, Lord & Thomas' Directory, N. W. Ayer & Son's Directory, and those directories issued by leading agencies, give the circulation of the **WASHINGTON TIMES**. The advertiser therefore knows exactly what he is paying for. There is no doubt, no guesswork about it. Advertising in such a paper pays without question. It is the only one-cent paper in the District of Columbia.

WASHINGTON, D. C.

WRITE FOR RATES TO
GEORGE F. KINNEAR,
MANAGER FOREIGN ADVERTISING

WITH ENGLISH ADVERTISERS.

There is one tendency in modern advertising which deserves remark, and calls for it. I think it exists in America as well as here, but certainly it is more conspicuous in Great Britain than anywhere else. This is, the tendency of advertisers to get in closer touch with the buying public, to approach that public directly, not necessarily or frequently with the idea of dispensing with the retailer, but not without a certain relation, as will be seen, to some proceedings of the latter.

An example of the sort of thing I mean is furnished by the following advertisement, cut from the London *Morning Leader* of to-day and reproduced on a smaller scale:

**THIS OFFER IS ONLY TO
THOSE WHO HAVE NOT
PREVIOUSLY TRIED OUR
MARMALADE.**

If you will, within the next three days, buy from your Grocer a 5th jar, bearing our name on label and parchment top.

WE WILL

REFUND 6^d.

Of the cost on the following conditions. Write to:

SIDNEY ORD

& CO.,

LONDON, S.E.

Enclosing

1st.—The printed top from jar.

2nd.—This advertisement as a coupon.

3rd.—A note stating whether you have tried our Marmalade before; name of Grocer from whom purchased; and your own name and address.

Only one Refund to any person or address.

Now let us look at this advertisement for a moment and try to see what is likely to be the idea at the back of it. The most obvious reflection which it suggests to my mind is this: People who take advantage of this offer will

see at once that it is Ord's marmalade which they must obtain in order to get the bonus of twelve cents. They will take pains to get Ord's and nobody else's confection. They will not be put off with any substitute.

Does not that last word tell all the story? It is substitution that produces all this movement, not confined at all to a single advertiser, or even to a single trade, or a single class of trade, but cropping up everywhere. And the thing is instructive in another way. It illustrates the *kind* of substitution that is now in vogue with retailers. The day of imitations—of preparations put up in the same style as the real article, and intended to deceive a casual eye—the day of this sort of thing is over. The big advertising houses have sat down upon it, and sat down hard. The courts have declared it illegal, at common law; and a very small amount of imitation is necessary in respect of appearance to enable the imitator to be restrained and cast in damages, by legal process. So that, here in England, at least, substitutes do not commonly assume in any degree the appearance of the original.

But the law has gone farther still. By the decision of Mr. Justice (now Lord Justice) Chitty, in an action brought by the Carter Medicine Co. through Mr. John Morgan Richards, their representative here, it has been decided that substitution is illegal, even where neither name nor appearance has been copied, if a substitute is sold without any explanation being tendered to the buyer. In the case alluded to, the defendant, a druggist in Newcastle, England, was asked for Carter's Little Liver Pills. He gave a substitute without comment; it was wrapped up and carried away by the purchaser, who recognized the fraud the moment he got home and opened the paper. In the defense, it was pleaded that the goods sold bore no words to indicate that they were Carter's Little Liver Pills, and the purchaser had admitted that the moment he untied his purchase, he saw that it was not what he had asked for. Judge Chitty, a very high authority, said in his judgment: "This plea is invalid. The purchaser asked for the plaintiff's pills, and the fact that there was no imitation on the package does not save the defendant," or words to that effect.

Consequently, what we now have to fight is not straight substitution, but what may be called substitution by word of mouth. Lord Chitty's decision, never questioned, has made talk necessary to safe substitution. A man who puts up substitutes thus subjects himself to great danger, especially from the carelessness of store clerks, who in moments of hurry may involve their employer in illegality. Dr. Williams' Pink Pills for Pale People have been about as much substituted in the past as anything ever put on the market, and probably more so. But they are living it down. Their solicitor tells me that about thirty different actions have been won, or settled out of court, against substitutions of this article.

* * *

Now it will be observed that Sidney Ord's ad gets home on the talking substitutor. The kind of talk is, of course, this:

Oh, you want Blank's Pickles? Certainly, I have got them. But do you know how largely Blank advertises? Well, he has to get his expenses out of the pickles. I have got pickles not advertised which are quite as good—in fact (between ourselves), exactly the same, but not advertised. You save the cost of advertising. Blank's Pickles are 25 cents; mine (same thing with a different label) are only 15.

Messrs. Ord no doubt work on the theory that their marmalade is so good that, once folk have had it for the sake of the sixpence, they will have it again for the sake of its superiority. Very likely this is sound. I never used a substitute of any sort that was of any quality compared with the advertised article, and my household experience is that advertised goods are the best.

* * *

Another way in which advertisers often directly approach the public now is by means of sample schemes. The recent development of these probably has something to do with substitution also; but it has also, at the beginning, been greatly influenced by a certain personal element. The 'personality I allude to is that of Mr. H. W. Sharp, whose first advertising experience was, I believe (for I only knew him slightly, though I am a great admirer of his work), with A. J. White. He also directed the advertising of Gordons' Extract; but his first great impression on English advertising was made when he became the director of Frazer's Sulphur Tablets, and it was here that he developed his extraordinary pen-

chant for samples. The history of Frazer's Tablets, the rise and comparative fall (the latter due to successful substitution—an instance of a genuine article very nearly killed by substitutes) has already been told in PRINTERS' INK. They still have a considerable sale. Mr. Sharp next took up the advertising of Vi-Cocoa and introduced the sample plan there. When he gave up Vi-Cocoa his place was taken by Mr. W. E. Tolley, formerly associated with myself, and at this time Mr. Kutnow (of Carlsbad Powder fame) happened to consult me with regard to an advertising manager. I strongly advised him to find Mr. Sharp, whom I had then never met, but whose work I knew of. An engagement followed. Rather to my surprise, the sample scheme was tried here also, and this, combined with the very clever advertising which these two geniuses (continually quarreling and making friends again over their work, but doing it admirably) set going speedily lifted Kutnow's Powder into a high position among articles of its class. These (and also Zotis tablets and Sen-Sen) are instances of articles worked up to success with a sample scheme attached; and all of them in association with Mr. Sharp. There are other things worked on the sample line; Mr. Tolley's large development of it with Vi-Cocoa has forced, as I mentioned earlier, some of the other cocoa houses into sampling; but the instances I have named are the most prominent, beyond question. I think the influence of one man on this development of advertising is rather curious. I am not sure, for my own part, that free samples are a feature I should want to introduce into an advertising business, but the circumstances vary from those of the articles I have myself been connected with.

* * *

Of course the scheme of giving prizes for collections of the used-up wrappers of certain goods and notably those of Sunlight Soap, is another instance of advertisers getting in touch with the public, fighting the substitution. But I can not pretend to think very highly of the plan, though I dare say it may help.

* * *

If it will not weary the readers of PRINTERS' INK, I propose to say something in a later article on the relation of cutting and of anti-cutting schemes

to substitution, and also of the operations of the Proprietary Articles Trade Association, which seeks to force proprietors to adopt these anti-cutting schemes.

T. B. RUSSELL.

LIPTON.

Thomas Johnstone Lipton is now a stock company with a capital of \$12,500,000. Twelve years ago he was selling goods over a counter in a little provision store in London. To-day he is the greatest merchant in the entire world. A quarter of a century ago he worked in the rice fields of South Carolina, so poor that he slept with the negroes in the woods. To-day his wealth is estimated at \$30,000,000 or more.

His is a remarkable history, and shows conclusively what a man can do when possessed of the right material. Speaking six months ago, Lipton said:

"It's only eighteen years since I stood behind a counter waiting on customers."

Now 1,800 persons are employed in the headquarters of that business to capitalize which London last Thursday fought to contribute ten times the money needed. There are sixty Lipton stores throughout Great Britain. Lipton has a packing house in Chicago where 2,000 or 3,000 pigs are killed every day, and he has 600 refrigerator cars to carry his products to his customers throughout the United States. He has great tea plantations in Ceylon, he is a contractor for the British army and navy, and makes ginger ale, mineral waters and candy.

"I began by working twenty-five hours out of twenty-four," said this merchant knight. "Now I work only eighteen hours out of twenty-four."

Lipton is of Scotch-Irish blood. He is only 41 or 42 years old, tall, straight, athletic, always well dressed, well groomed, always unassuming. His father was a wage worker. When the son was 15 years old he sailed to America to seek his fortune. For two years he worked in the rice swamps of South Carolina. At the end of two years he had so little money that he stowed himself away on a steamer sailing from Charleston to New York, and was permitted to shovel coal.

The capital with which Lipton started eighteen years ago was £100 loaned to him by his thrifty parents. No man can honestly turn £100 into millions by accident. He must have brains first, and then be shrewd, far-sighted, fertile in resource, courageous, masterful. Lipton will admit only that he has known how to advertise. Soon after he opened his first store he bought the two fattest hogs in the market—monsters. They were carefully scrubbed, decorated with ribbons and guided, waddling through the streets to the store, with a banner over them, "Lipton's Monsters."

The Princess of Wales, to celebrate the Queen's Jubilee, started a fund to give dinners to the outcast poor of London. The fund languished until an unknown donor gave to it \$25,000 (\$125,000). Rumor had it for awhile that William Waldorf Astor was he who recognized how hard it is for a hungry man to rejoice, even at his Queen's jubilee. It turned out that Lipton gave the money. The Princess of Wales sent him a magnificent diamond scarf-pin last Christmas Eve. On New Year's he was knighted.

Some time ago he determined to float his properties into a stock company. The scheme was carried into operation and \$125,000,000 was subscribed, although the amount offered to the public was only \$6,950,000.

The flotation was pronounced to be the most sensational ever launched. There was an extraordinary rush of people who knew nothing about the affairs of the company. But the "tip" was generally circulated that it was a good "gamble" and the craze extended to the West End, where ladies of title, officers and public men were among those who besieged Sir Thomas Lipton, imploring him to take their money. Remarkable scenes were witnessed at the Bank of Scotland, where the lists were opened. The police had to regulate the crowds. Money in hand, women and men fought for place.

And twenty-five years ago Lipton was a tramp worker in the South Carolina rice fields.—*N. Y. Telegraph.*

IS ADVERTISING A SCIENCE?

Isn't it about time this question was decided? After reading the legion of essays, criticisms, trade paper and magazines, the question that naturally arises is the caption of this article.

Advertising is variously referred to as a profession, business and trade; whichever it may be it makes no difference to me—there is money in it, and that is the root we are digging after. But I do wish to register a kick against advertising being styled an "art." I protest, and claim that it is not an art, but a science.

Science is knowledge of principles and causes; ascertained facts. Any department of systematized knowledge considered as a distinct field of study or work, is a science. It denotes an orderly, comprehensive arrangement of knowledge.

Art is the employment of means to accomplish a desired end—the application of knowledge to practical purposes. It is skill, craft, adroitness, cunning.

Surely there is art in good advertising. But may be good policy to burn a house, but burning houses isn't good policy.

I claim that the only so-called "art" of advertising is the clever application of the science of advertising.

"Art" is a word that denotes shallowness compared to the word "science"; and advertising is not shallow. A flashy, unstable, superficial impression is given when the word "art" is applied to advertising; and advertising is anything but that.

Art depends on practice and skill in performance. *Advertising does not depend on either practice or skill.* Good advertising is made better by both skill and practice; but advertising as a science, a work, a function of business, does not depend upon them.

Let us refer to advertising as a science, and in the work employ all the "art" at our command.—*Roy W. Van Hoesen, in Profitable Advertising.*

A NOVEL DISPLAY.

A new electrical device is thus described: The machine stands about seven feet, consisting of frame and easel of hand-carved wood, in a rococo pattern. The "picture" is a magnificent pastel by Drown of Boston, after a brush painting by Leloir, representing a beautiful young girl blowing bubbles from a pipe. Through each of these bubbles, which appear to be "manufactured" as in real life, the well-known neckless face of Woodbury appears in turn. The distinct illumination of the face as framed in each bubble, produces an effect at once unique and startling. The lights are so arranged that a single face can be shown as each bubble is "blown" in turn, or several faces at once in a variety of arrangement.

THE SCARE CROW PRESS.

From the Chicago Record.

The Tribune's sources of news are too numerous to depend upon one or two individuals or agencies, and the various conflicting stories are printed for the information of the reader.—*Chicago Tribune.*

If we say that war is on us and our ships have gone to bottom,

Don't permit the dread intelligence to grieve you.

That is Correspondent so—he's been drinking and has got 'em,
And in playfulness he writes thus to deceive you.

When we tell you "Consul Lee has swatted Blanco in the palace,"

You may hit it, but the chances are agin it.
Yet we print the story free from any prejudice or malice,

Just to let you size it up for what is in it.

We may tell of cannon roaring and of other firearms cracking;

We'll describe the gunboats plunging through the seas, too.

And announce defeat or triumph or retreating or attacking,

And you only need believe just what you please to.

Possibly we'll make assertion in a double-leaded column

That the President has died from being frightened—

Don't be anxious, don't be gloomy, apprehensive, sad or solemn;

That is just our way of keeping you enlightened.

Of our correspondents each one is a frantic ambidexter,

Using right or left, or both hands should he need 'em;

We don't ask that truthful statement be a portion of his text or

Hamper his imagination in its freedom.

Special wires and special cables, special agencies, commissions,

Private spies and smug officials send the news to

Us for scarehead publication in unlimited editions,

And you pay your coin and credit what you choose to.

IT HAS A RAZOR EDGE.

Advertising is the most useful of all the tools of business, but it has a razor edge, and the man who handles it carelessly is sure to wish he hadn't. The mere fact that a man advertises is by no means an insurance of business success. He must give constant, careful thought to the subject. It is the only part of his business which will never run itself. You can get any other department in the business down to such a system that it will require very little thought, but the successful advertiser must be always alert and must never take his hand off the advertising rudder.—*Hartford (Conn.) Post.*

IN RUSSIA.

Ad Sense says a proposition is before the authorities of St. Petersburg, Russia, to have all the principal street corners inlaid with advertisements—laid on the mosaic plan, so that they can be changed from time to time.—*Profitable Advertising.*

MR. EIKER'S VIEW OF IT.

The Rowell Directory is one of the most completely useless publications in the country.—*National Advertiser.*

ARRANGED BY STATES.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

MINNESOTA.

THE MINNEAPOLIS TIMES is the only English daily published in its city that has its cash paid circulation examined and certified to by the Advertisers Guarantee Company.

It publishes the only Sunday paper in the State of Minnesota whose circulation the Advertisers Guarantee Company is permitted to examine and verify.

THE MINNEAPOLIS TIMES is also the only daily or Sunday newspaper published in Minneapolis which furnished a detailed statement of circulation for each of its editions during the year 1897 as a basis for rating in the last issue of the American Newspaper Directory.

Wide-awake advertisers recognize the significance of the facts stated above.

OHIO.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 2c. inch. Address NEWS, Youngstown, O.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

ADVERTISING NOVELTIES,

Large variety; low price; genuine merit; always something new. Samples free.

The Whitehead & Hoag Co., Newark, N. J.

THE EVENING CALL

LAFAYETTE, INDIANA.

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

Merchant's
STEREOTYPE, Linotype
ELECTROTYPE, Metal

Reliable, uniform, pure. Many of the largest papers use it. It needs no trial order. Inquiry solicited.

MERCHANT & Co., Inc., Mfrs., Philadelphia, Pa.

To Exchange for Newspaper

5,000 acres of Mineral and Timber Land in Scott County, Tenn., for exchange for Newspaper Plant or Job Office. Address
L. R. JEFFERS, Huntsville, Tenn.

THE EFFSEY FALCON PEN

Can be used on hard linen ledger paper, or on cheap memorandum pads, or on scraps of paper which lie about the desk. It writes well on any kind of paper. Its wearing qualities make it the cheapest steel pen on the market, for it wears about twice as long as an ordinary steel pen.

Price: \$1.00 for a box of 144 pens; or a sample box is sold for 10 cents. Either also mailed on receipt of the price by

JOHN H. COOK, Red Bank, New Jersey.



PHENIX, ARIZONA,

is the trade center of
50,000 prosperous people.

THE Arizona Republican

published every morning
in the year, is read by the majority
of these people.

For rates and information concerning this
progressive newspaper, see

H. D. LA COSTE, Eastern Agent,
38 Park Row, New York.

Booklets

SELL GOODS

when plainly and
convincingly written,
artistically illustrated
and properly printed on
the right kind of paper.

I attend to the whole business

—Write, illustrate and print attractive and convincing booklets, and my prices are moderate. Give me an idea of what you want and I will submit a sample booklet, together with a rough sketch of what I think will suit you; which will cost you nothing.

Wm. Johnston, 10 Spruce St., New York.

Texas is the greatest State in the Union.
There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.

The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3, 1897.

TO WHOM IT MAY CONCERN:

This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANFILL, Proprietor.

(Seal) T. M. HAMILTON, Pressman.

ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,

Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.

Write to the Texas Baptist Standard, Waco, Texas, for sample copy and rate card.

ONE TRIAL BRINGS RESULTS.

THE HARTFORD TIMES

with its circulation of

15,000 Daily and
7,700 Semi-Weekly

will take care of Connecticut
for you.

The Times is recognized as
the best advertising medium
in Southern New England.

When figured in proportion
to actual circulation,
The Times' advertising rates
are 50 per cent lower than
any other Hartford paper.

Send for Sample
Copy
and Rate Card.

Address
THE TIMES,
HARTFORD, CONN.

The Bicycle Trade and Rider.

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

Eight pages—Daily and Sunday
—English and Yiddish—1 cent.

UNIQUE
BRIGHT
ENTERPRISING

THE JEWISH DAILY NEWS

טאגעבלאט

Printers' Ink says:

"The Jewish Daily News with a circulation of 17,000 is an afternoon sheet, at 155 East H'way, New York. It is the outgrowth of the Jewish Gazette, a weekly established in 1874.

"The subscription lists of more than twenty defunct competitors are kept alive for the Jewish Gazette by seven trained traveling agents. Circulation nearly 25,000.

"The parents read the news columns in the YIDDISH pages of the paper, while the children look to the English part for Jewish news and special features they can not find elsewhere. These papers are thus read by both generations.

"Yiddish is more spoken in N. Y. than any other foreign language but German."

Specimen Copies Sent Free.

Without a Peer.

CINCINNATI, O., Feb. 8, 1908.
Editor American Newspaper Directory and "Printers' Ink."

I get strong, favorable statements regarding the American Newspaper Directory every week. I also get unfavorable comments on it, but these come from publishers who do not seem willing to furnish material for correct ratings, and seldom if ever are they the leading publishers in their respective fields. I publish some favorable comments from time to time, but do not use the unfavorable ones, because they can not in any way help the general advertiser toward getting at the truth regarding newspaper circulation. I am perfectly sincere in my attitude regarding your Directory and PRINTERS' INK. They are publications without a peer in their class.

Adrian Fischer

SEED TIME!

Spring Planting
of Good

Advertising
Seed in the

TROY RECORD

Will bring you a Golden Harvest.

TROY RECORD CO., TROY, N. Y.

Circulation That is Circulation

Sample copies and papers sent year after year to a list of names who have once been subscribers, since paid or not, is by some publishers called circulation.

Farm-Poultry claims that circulation means only those copies which are bought and paid for by the year or from newsdealers each issue. Such bona fide circulation is all you are asked to pay for when you advertise in **Farm-Poultry**. The character of the paper is high; its influence among readers is large because it contains practical, helpful matter.

FARM-POULTRY

Goes into families; is read extensively by women. Therefore all advertisements that appeal to family wants can be profitably placed in it to good advantage.

It is published semi-monthly. Forms close the 5th and 20th of each month. Sample and rates sent on application to.

I. S. JOHNSON & CO.,

22 Custom House Street, Boston, Mass.

THE ARGUS

ALBANY, N. Y.

**Largest, Brightest
and Best Newspaper
published in
the Capital City.**

RATES AND SAMPLE COPIES ON
APPLICATION.

JAMES C. FARRELL,
Manager.

To Get Customers

Advertise in their favorite family paper,

THE EVENING JOURNAL

of Jersey City, N. J.

Average Circulation in 1897. **14,756**

Actual Average Circulation for Nov., Dec. and Jan., **15,407**

THE JOLIET DAILY NEWS

Daily average
for February,

...5,552

The Great Home Paper.

Employs 42 carrier boys.
No papers sold on the
streets.

The paper for shrewd advertisers.

Daily average for
last twelve months,

....5,510

None but reputable goods advertised. No liquor or fake ads taken at all.

...THE NEWS COMPANY...

An Opportunity!

If there are any of the readers of *Printers' Ink* who would like to reach an exclusive class consisting of wealthy stockmen and prosperous farmers, they can reach them directly through

Texas Stock AND Farm Journal

CIRCULATION,
14,000 GUARANTEED.

Rates, 10c. per Agate line, with liberal discounts on time and space contracts.

OFFICES:
DALLAS. FORT WORTH.
SAN ANTONIO.

More and Less

*We Believe
These are Facts:*

The Sunday School Times

receives more entirely unobjectionable advertising than any other one religious paper.

It carries less advertising than any other prominent religious paper, for the reason that it refuses to accept much of the advertising that is accepted by other religious papers.

It gives to acceptable advertising more high-class circulation for less money than any other religious paper.

It alone, of all religious papers, makes this guaranty:

"The Sunday School Times intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not having good commercial credit be inadvertently inserted, the publishers will refund to subscribers any money that they lose thereby."

We will go more fully into detail on word from you.

We Give to Advertisers

who use these papers an exclusive following and the indorsed introduction into over

220,000

religious homes of different denominations, gained by seventy-eight years of good work:

PHILADELPHIA

SUNDAY SCHOOL TIMES,
LUTHERAN OBSERVER,
CHRISTIAN STANDARD,
PRESBYTERIAN JOURNAL,
REF. CHURCH MESSENGER,
CHRISTIAN INSTRUCTOR,
EPISCOPAL RECORDER,
CHRISTIAN RECORDER.

Advertising rates and full particulars will be furnished for each paper separately, or in combination, by the Advertising Department of these papers.

The Religious Press Association,

104 South Twelfth St., Philadelphia, Pa.

New England's Family Paper.

THE Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1897, was
23,443¹⁰/₅₃
2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland, Maine.

A Model Newspaper Outfit

The Daily Northwestern

OSHKOSH, WIS.,

Is organized on a solid basis. It owns its own building, which is devoted exclusively to the newspaper. It has an outfit of Mergenthaler Linotypes, a stereotyping press of the newest design, an art department and a completely organized corps of editors and reporters. Besides this it built and now operates its own line of telegraph from Oshkosh to Milwaukee, a distance of 122 miles, connecting with the leased line of the Associated Press. It receives the full leased wire service every day, besides the service of a corps of special correspondents.

These facts are enumerated to show the character of THE NORTHWESTERN'S business and circulation.

No better or more satisfactory advertising medium can be found.

Eastern advertisers will find files of this paper and can make contracts at our New York office, No. 88 Park Row, in charge of Mr. H. D. LA COSTE, at exactly the same rates as at the home office.

Friends' Publications.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

1. **The Teachers' Quarterly** is published for the Sabbath School Superintendents and Teachers.
2. **The Advanced Quarterly** is intended for the main body of the Sabbath School.
3. **The Intermediate Quarterly** is for a younger class of pupils.
4. **The Primary Quarterly** is for the infant class. These quarterlies have a combined circulation of over **36,000**, and are kept in the homes for three months; the advertisements can not fail to attract attention.
5. **Our Youth's Friend** is a literary paper for young people. The average circulation for the past year has been **11,119**.
6. **Our Little Folk's Magazine** is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, **7,000**.
7. **The Bible Student**. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is over **50,000**.

FOR RATES APPLY TO THE
Publishing Association of Friends,
CHICAGO, ILL.

Pawtucket, Rhode Island

is a mighty live city—a great industrial center with splendid railroad facilities. It has over half a hundred diversified manufacturing industries, with immense pay rolls, and the people have money to spend. The population is rapidly growing.

The Pawtucket Evening Tribune

established in 1888—now under new and progressive management, with an up-to-date plant—is forging steadily to the front. Its advertising patronage shows a strong and healthy growth. THE TRIBUNE has a distinct territory of its own, being the only Democratic newspaper in a field of over 80,000 people, embracing the cities of Pawtucket and Central Falls, and a long chain of manufacturing villages in the Blackstone Valley. THE TRIBUNE makes a strong specialty of local news. Mr. General Advertiser, see that THE TRIBUNE is on your list of papers.

Joy Fills the Heart

of every advertising man using the columns of the Five Family Papers of LANE'S LIST. They go to over 700,000 American homes every month. For \$3 a line you reach between three and four million intelligent readers. A postal card of inquiry brings you full information.

LANE'S LIST, Inc., Augusta, Maine.



Weinstock, Lubin & Co.

400-412 R St.,

Sacramento, Cal.

November 17, 1897.


"Sacramento Record-Union."

Gentlemen:

This year we are spending for retail advertising in the Daily Record-Union far more money than in other Sacramento papers. We are exceedingly well pleased with the returns.

Yours truly,

WEINSTOCK, LUBIN & CO.

 The above firm, probably the Largest General Retail House in

.. CALIFORNIA ..

Demonstrates how the RECORD-UNION is appreciated as an advertising medium in the Capital of the State and the Great Sacramento Valley.

The S. C. Beckwith Special Agency,

New York and Chicago.

The New—

Birmingham Age-Herald

By E. W. Barrett.

ALABAMA'S GREATEST NEWSPAPER.

**Circulation greater than all
other Morning Dailies in
Alabama Combined.**=====

Formed by the consolidation of the old AGE-HERALD,
STATE-HERALD, HERALD and IRON AGE.

The only newspaper going to every post-office in
Alabama and half those in Mississippi.

Weekly edition second greatest circulation in the
South.

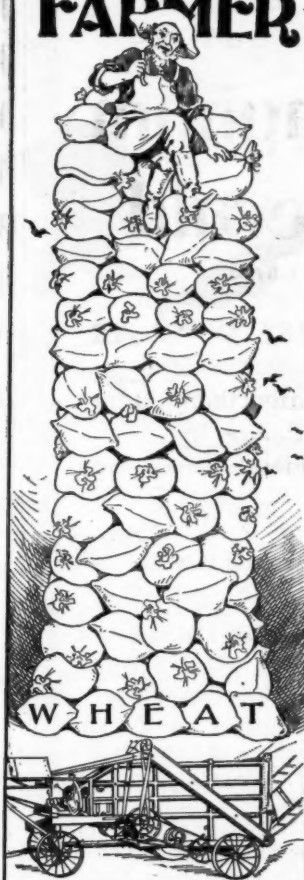
If you advertise in the AGE-HERALD you cover
Alabama.

Rates may be high but results are in proportion.

THE

S. C. Beckwith Special Agency
New York and Chicago.

HOW TO REACH THE **FARMER**



Put Your
Advertisement
In the Greatest
Of all Agricultural
Publications---

Farm and Fireside

And He'll
Come Down with
His Wealth.
335,550 Other
Fellows Just Like
Him Have Been
Reading This
Monarch of the
World's Rural
Press, and There's
Many a Happy
Advertiser
In the Land.

Farm and Fireside has the largest circulation of any semi-monthly agricultural paper in America—average for past three months, 335,550 copies per issue. If you want best results, try it.

MAST, CROWELL & KIRKPATRICK, Publishers

108 Times Bldg.
NEW YORK

SPRINGFIELD, OHIO

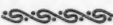
1643 Monadnock Bldg.
CHICAGO



Extract from "Profitable Advertising," February, 1898.

"Mr. Gibbs has lately associated himself with Mr. Williams, the lithographer, and the new concern is simply 'booming,'—a regular Klondike boom, minus the discomforts of Alaska. The offices of Gibbs & Williams at 183 William Street are the scene of great activity, and quantities of superior work are being turned out for advertisers. Just the neat little four-page circular announcing the combination of forces resulted in a flood of new orders, and altogether there is every show that Gibbs' ideas and Williams' artistic sense will bring this firm into prominent notice among advertisers who desire genuinely superior work."

ARE YOU WITH US?

The Giant of 
The Five-Cent Magazines

THE HALF HOUR

The best and cheapest monthly published.

As attractive and as interesting as many of the more expensive magazines.

NOTHING LIKE IT FOR THE MONEY.

Advertisers report a large number of replies from the HALF HOUR.

Advertise now in the HALF HOUR and get the benefit of low rates and rapidly increasing circulation.

Your regular agent will quote you prices, or write to us direct. Copies of the HALF HOUR on all news-stands throughout the country.

Please send for sample copy and rates.



George Munro's Sons,
17 to 27 Vandewater Street,
New York.

PEOPLE who can afford to spend money on music can afford to purchase other necessities or even luxuries — isn't it so? All musical people read

.. The ..

Musical Courier

19th Year Now.

19 Union Square, New York.

Subscription list shown to advertisers who wish to use the columns of the paper extensively. We will not show it to every Tom, Dick and Harry.

All news-stands — 10 cents. The best medium to reach the intelligent and thinking classes, the people of culture, the same who use PEAR'S SOAP.

Every Wednesday. Average 60 pages a week. 3,000 pages a year. The annual edition represents, with supplements and specials, nearly 200 million printed pages.

Newspaper men who desire to attract the attention of Proprietors of Schools and other Educational Institutions to the merits of their publications as mediums for their advertisements would do well to avail themselves of the special School number of PRINTERS' INK for May 25th, which will go to nearly every Educational Institution in the United States. The edition will be above 25,000 copies, and will afford an opportunity for placing arguments where those interested in advertising Schools will see them at the very time when they are making plans for advertising intended to interest the possible pupils for next term.

SCHOOLS

ADVERTISING RATES FOR THE SPECIAL EDITION ABOVE ANNOUNCED:

Classified Advertisements (no display), 25 cents a line.
Displayed Advertisements, 60 cents a line, or \$100 a page.
Special positions, 25 per cent extra, if granted.

JUBILEE NUMBER

The issue of PRINTERS' INK for July 6, 1896, will be first number for the eleventh year, and will be a Special Jubilee Edition.

Special Rates for the Special Editions: One Page in Both Issues,
\$200 net; One-quarter Page in the Two Issues, \$50 net.

**GOOD,
HONEST,
FAMILY
PAPER**

**CLEAN NEWSY
BRIGHT
ENTERTAINING**



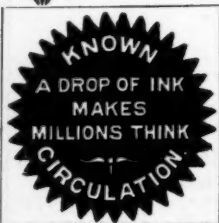
THE ELMIRA TELEGRAM

**has the Largest Circulation
of any Sunday paper in New
York State outside of the
Borough of Manhattan.**



A. FRANK RICHARDSON

TEMPLE COURT, - - - NEW YORK
CHAMBER OF COMMERCE, - CHICAGO
RED LION COURT, FLEET ST., LONDON



**PROFUSELY
ILLUSTRATED
AND
UP TO DATE IN
ALL RESPECTS**

**THE
KIND
THAT
ADVERTISERS
ENJOY
ALL THE
TIME**

Ohio Country Folk

are too busy just now to thoroughly read daily newspapers, even if they were able to get them promptly—which they are not. They do, however, read the weekly and semi-weekly editions of the

OHIO SELECT LIST

These papers give them the news of their neighborhood, the news of their county, and a resume of the happenings of the world at large. Every copy is more carefully read than if it was a daily. It's foolish to say such newspapers are worthless as advertising mediums. They are worth more than they cost. Ask for rates.

Akron, Beacon-Journal.	Kenton, News.	Portsmouth, Times.
Ashtabula, Beacon.	Lancaster, Eagle.	Salem, News.
Bellefontaine, Index.	Lima, Times-Democrat.	Sandusky, Register.
Bucyrus, Telegraph.	Mansfield, News.	Sidney, Democrat-News.
Cambridge, Jeffersonian.	Marietta, Register.	Springfield, Republic-Times.
Defiance, Republican-Express.	Marion, Star.	Warren, Chronicle.
East Liverpool, Crisis.	Massillon, Independent.	Wooster, Republican.
Findlay, Republican.	Mt. Vernon, News.	Xenia, Gazette and Torchlight.
Gallipolis, Journal.	Newark, Tribune.	Youngstown, Vindicator.
Hamilton, Republican-News.	Norwalk, Reflector.	Zanesville, Courier.
Ironton, Irontonian.	Piqua, Call.	

Circuit Nearly Completed

OFFICE OF JOHN DICKINSON & CO., LTD.,
CAPE TOWN, AFRICA.

Feb. 23, 1898.

Messrs. PRINTERS INK JONSON,
8 Spruce St., New York.

Dear Sirs—Kindly post us in duplicate your specimen book and also state your cheapest reliable news ink, in drums 100 lbs., and oblige,

Yours faithfully,

p p. JOHN DICKINSON & CO., LTD.,
J. W. TIMBERLAKE.

I have sold ink in every State and Territory of the Union with the exception of Alaska. I have also received orders from Mexico, South America, Europe, Asia, Australia and the Island of Hawaii. If I receive an order from the above concern, my circuit of the world will be completed. This has all been accomplished by my persistency in advertising, as I never employed an agent nor never expect to. I was the first ink man to demand cash with every order, whether it came from the rich city printer or the small country job office. I guarantee my inks to be the best in the world, and if not found satisfactory I am always glad to refund the money and pay all freight and express charges.

Send for my price list and printed specimens. Address

PRINTERS INK JONSON, 8 Spruce St., New York.

Indications of Progress

Since the first of the current year one prominent Southern newspaper has added to its mechanical facilities one Double Supplement Hoe Color Perfecting Press, a complete plant of Mergenthaler Linotypes, and a brand new equipment of type and machinery for all other branches of the mechanical department. The same journal has moved into a new building, which is the best appointed newspaper building in the South. In fact, enterprise and capital have put

.. The ..

Louisville Commercial

Abreast of the best of Southern or Western newspapers. Eastern advertisers who cultivate the Southern field should communicate, relative to THE COMMERCIAL, with

N. M. SHEFFIELD,

No. 85 TRIBUNE BUILDING, . . NEW YORK.

WE HAVE FOR SALE

One Presto Hoe Perfecting Press at a bargain.
For particulars address THE LOUISVILLE COMMERCIAL,
Louisville, Ky.

X.

FOR several years the editor of the American Newspaper Directory has found it advisable to use the letter X among his circulation ratings, its meaning as explained by the key, being "In doubt." The same letter rating will be continued in future issues of the Directory, but the meaning will be further differentiated, as set forth below.

A communication from this paper, in answer to an application for a revision or correction of the circulation rating accorded to it, brought out the information that the paper will not be satisfied with any rating the editor of the Directory would be justified in according. Instead of aiding the Directory to state the truth, the communication appeared to exhibit greater readiness to institute libel suits and other unfriendly acts, or made a demand that the name of the paper should be omitted from the Directory, thus rendering the book imperfect. A paper to which this letter rating is applied is generally one that (in the opinion of the editor of the Directory) is likely to cost an advertiser more for a service it can render than would be required to obtain a similar benefit from some other publication.

Y.

In the June issue of the American Newspaper Directory the letter Y will have a place among the circulation ratings. Its significance will be to direct attention to the circumstance that a recent circulation statement has not been furnished from the office of the paper with sufficient attention to detail and authenticity to warrant the editor of the Directory in accepting it as authoritative, and the consequent probability that the withholding of recent information comes from the circumstance that the last circulation rating accorded to the paper is higher than a new statement would warrant, and the consequent greater value to the publisher of an old rating, which may or may not have been correct, over a new rating which, if correct and up to date, would be less favorable.

Z.

In future issues of the American Newspaper Directory the circulation rating letter Z has a place. Its meaning is as set forth below. A communication received from this paper, in answer to an application for a revision or correction of the circulation rating accorded to it, failed to be a satisfactory circulation report because of some one of the following shortcomings:

1. It was not signed.
2. It was not dated.
3. It was not definite.
4. It was not given with sufficient attention to detail.
5. It did not specify the time supposed to be covered by the report.
6. It did not cover a period of sufficient duration.
7. It was signed with a hand-stamp.
8. It was signed by some person whose authority to sign was not explained or known.
9. It was signed by an initial or by initials only.
10. It conveyed no information.
11. It contained a complaint or protest but no definite information.
12. It contained a complaint or protest but no information whatever.
13. It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give, should it afterwards be proven untrue.

Although the attention of the publisher was directed to the insufficiency of the report and full information furnished just how the fault might be remedied, it had not been cured at the time the revision was completed for the printer.

THE LAST DAY!

Plan of Publication of the June Edition of the American Newspaper Directory for 1898.

MARCH 15. Submitted proofs for correction to all papers credited with regular issues of a thousand copies or more.

APRIL 15. Revision commenced, beginning with part I., Catalogue by States.

APRIL 30. Revision complete. Corrections not likely to be made after April 15.

The forms go to press on the following dates, and are closed four days earlier:

MAY 2. To and including California.

3. To and including Idaho.

4. To and including Illinois.

5. To and including Iowa.

6. To and including Kentucky.

7. To and including Massachusetts.

9. To and including Minnesota.

10. To and including Nebraska.

11. To and including New York State.

12. To and including Ohio

13. To and including Pennsylvania.

14. To and including Tennessee.

16. To and including Washington.

17. To and including Ontario.

18. Part II. (over 1,000 circulation). To and including Indiana.

19. Part II. To and including Ohio.

20. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.

MAY 21. Part III. (concluded), Medicine and Surgery Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.

MAY 24. All sheets delivered at the bindery.

JUNE 1. A copy of the Directory shipped to each subscriber.

Corrections can not be promised after May 15.

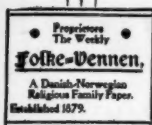
Advertisements will be taken till four days before the form for the particular portion is put to press.

Advertisements to go in the back of the book can be taken as late as

May 20.

Address all communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY,
NO. 10 SPRUCE STREET, NEW YORK.



Mortensen & Crook

Publishers and Dealers
in Books, Maps,
Cards, Etc.

332 GRAND AVENUE.

Chicago, March 17 '98.

Editor American Newspaper Director.
New York.

Dear Sir, — As the average weekly circulation of the 'Folke-Vennen' for the six months ending Dec 31, '97, was 4961 + copies, we request that you rate us accordingly — "G" in 1897.

We have no complaint to make. Your treatment of us was ever fair, although we let your appeals for advertisements go unheeded. A desire on the part of certain publishers to get "something for nothing", must be the main or only reason, why they

seek to hide the truth as to their circulations, not from you, particularly, but from the advertiser studying your directory. We have for years considered the American Newspaper Directory the most reliable of the lot, and always prefer it for our own use. Yours Truly,

Mortensen & Crook, per L. Crook

WOMAN'S MISSIONARY RECORD

Mrs. F. C. Helwig, Editor

1112 Missouri Ave. Kansas City Mo
March 15

Messrs. Geo. P. Howell

The men have been telling your straightforward methods. Let a woman add that - whenever we have paid attention to your unobtrusive reminders that changes are being made in Directories as well as other things, and have complied with your requests to note ours, (if any), we have always laid down the new Directory with a kindly feeling for its business like methods.

Yours
Mrs. F. C. Helwig

**Why the True Woman
admires the American
Newspaper Directory.**



\$1.50 per Year,
 "Prints all the News,
 All the Time."

Grand Marais, Mich. Mar. 2, 1898

American Newspaper Directory,
 New York, N.Y.

Dear Sir

As a subscriber of five years to your directory, I wish to express my opinion as to the methods of fairness and candor in the matter of circulation ratings contained in the directory. If a man is fair and truthful himself, — his ratings, he can depend upon justice at all times from your directory.

Cordially Yours

Arthur D. Wood

The man who is fair and truthful never has occasion to complain. Consequently: when a man complains it may be concluded that he is not ————
 —possibly neither the one or the other.

Elevated
Advertising?



Certainly!



The Brooklyn
Elevated Cards?

Why, yes!

16x24 inches and
16x48---four feet of space.

Rates : \$100 and \$200 per month.

CAN YOU beat it for
display and price?

We think nit.

GEO. KISSAM & CO.,
253 Broadway, N. Y.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of *PRINTERS' INK* may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. *PRINTERS' INK* "pays the freight."

One feature about the newspapers in New York has puzzled me exceedingly. From City Hall to the Battery whenever I meet a newsboy in the evening, he calls out and offers me the *Post*. I believe that the *Post* is called by the boys, or, at least, is called first by them, nine times in ten, and yet the *Post* notoriously has one of the smallest circulations of any daily paper in the city.

Do the boys push it because there's more profit in it at three cents than there can be in the *Sun* at one?

Or do they always poke the *Post* at me because I look like a capitalist?

The city of Seattle is advertising. The advertising is well written and poorly displayed. It might be better written and more poorly displayed, "but that is another story."

Here is one of the advertisements that I found in the New York *Sun*. It is the first one that I have seen. I hope there is to be a series of them.

SEATTLE.

SEATTLE merchants are alert, able and honorable. Their facilities, stocks and experience combined surpass those of any would-be competitor. Their prices are the lowest.

SEATTLE asks you, if you are intending to go to Alaska, not to accept statements made by paid agents of other cities without investigating the facts impartially and thoroughly in Seattle. Seattle does not ask or advise you to go gold seeking. Seattle minds its own business and knows how to do it.

SEATTLE has outfitted nine-tenths of the persons who have gone to the Yukon, is doing so to-day, and can outfit all more satisfactorily and with less expense than can be done elsewhere. The State of Washington is an empire in itself. Its resources, and products are wonderful. It has Klondikes of its own. Seattle is its chief city.

I am afraid that the New York *Sun* is not the best paper in which to place them. It is the discontented people who go to the Klondike. A man who is fairly prosperous and fairly happy will be likely to stay where he is. A prosperous man is always conservative.

It is generally the man who feels that any change in his condition must be for the better who is willing to give

up the comforts of steam heat and home-cooking to risk freezing and starving to death in Alaska.

These people are not readers of the New York *Sun*: they read "De Joinal" or "De Woild."

The two latter are published in the interests of the poor and the down-trodden and it is natural that they should attract readers of this class.

If Seattle wants to sell prospecting outfits, Seattle ought to advertise in papers that reach discontented people.

I believe that without exception the morning *Sun* is the best possible paper for reaching the well-to-do, enterprising business men of New York.

These people don't go to the Klondike.

I believe that the *Sun* has more circulation among even the exclusively rich than has the *Evening Post*, which gains most of its prestige from the fact that its circulation is largely among capitalists.

In the Sixth Avenue elevated trains, in which I unfortunately have to ride twice a day, I see more copies of the *Sun* than of any other one paper. Next to the *Sun* in numbers comes the *Herald*. The rest of the papers are "scattering." My impression is that I see about eight *Suns* to one *World*, five *Heralds*, one *Press*, two *Times*, one *Tribune*.

This proportion is different on the other elevated lines.

On Third Avenue "L" the *Journal*, *World*, *Press* and one or two of the German papers seem to have the call.

I don't know whether or not I am interested in Tiffany advertising because it's Tiffany's, but it always seems to me that this advertising is entirely characteristic of the store; that it is dignified without being stiff and that it gives information in an interesting and suggestive way.

In other than very exceptional cases it must, of course, be impossible for Tiffany & Co. to quote prices. It would hardly help their business to quote a "\$10,000 diamond 'ta-ra-ra

reduced to \$9,999.98." Nor do I think this ad that I reproduce would be improved if it were headed, "Bargains in Wedding Gifts."

The ad occupied 4½ inches, bottom of column, with reading matter above and on two sides. It was set entirely in Jensen Old Style with nearly a quarter of an inch of white space between the rules and the type. It was set without border. The reproduction here is nearly exact except that the type is necessarily smaller.

Tiffany & Co.

Diamond and Gem Merchants

have made unusual preparations for the *Easter Wedding Season* and ask an inspection of their stock of jewels and gem jewelry prepared for engagement and wedding gifts.

Solitaire diamond rings, strings of pearls, brooches, pendants and hair ornaments of diamonds, rubies, emeralds, sapphires, etc., are shown in an exceptionally rich assortment of designs.

UNION SQUARE
NEW YORK

* *

The manager of a large retail establishment (himself a Jew) said to me the other day:

"The *Herald* is read by all the rich Jews in New York."

That must mean that the *Herald* is a good advertising medium, for however shrewd and close Jews may be in business, they are liberal spenders of money for themselves and for their families. They are willing to pay for whatever they want. They are willing to pay for the best. All they want to know is that they are not paying more than some one else. If my friend is right there can be no better medium than the New York *Herald* for advertising high class goods.

* *

In at least two spots in PRINTERS' INK of March 23 circulars are condemned almost without qualification.

One writer says:

"One of the greatest objections that I have to circulars is the fact that there is not one case in a hundred where you can get them into the hands

of the people when you wish to receive them."

Now, there are circulars and circulars, and there are methods and methods.

I have known money to be wasted in circulars because they were poor circulars and I have known other money to be wasted in sending out good circulars in the wrong way.

It would perhaps be pretty hard to reach Mr. Henry B. Hyde of the Equitable Life Assurance Society with a printed circular, or for that matter with a circular of any kind. But if Mr. Henry B. Hyde were simply the Kalamazoo local agent of the Equitable, and a circular were mailed to him, he would surely get it. And if the circular were right and about something in which he was interested, he would give it as much attention as he would any other form of advertisement.

Judgment in circular advertising is nearly as important as judgment in newspaper advertising. I say nearly as important because in circular advertising there are one or two fewer chances to make blunders than there are in newspaper advertising.

There is one distinct advantage in circulars—you know exactly what your circulation is. Moreover, you know exactly where the circulation is. If you want to reach exactly the same people several times you can do it.

There are times and businesses in which circular advertising is as far ahead of newspaper advertising as an arc light is ahead of a tallow dip. There are other times, and a great many times, when newspaper advertising is the only thing to be considered. There is a third group of times and businesses in which a judicious combination of newspaper advertising and circular advertising produces much better results than either would alone.

As a general proposition newspaper advertising is the best of all advertising. It will fit more cases than any other advertising. It can be more economically employed than any other kind, but I would just as soon think of making a wholesale condemnation of newspaper advertising as of circular advertising.

I have the best of all reasons for believing that good advertising in good newspapers produces profitable results. I have seen the profits come. I have seen them come quickly and come

slowly. I have the same reasons for believing in good circular advertising. The right sort of circular advertising in the right place pays and pays enormously.

Another writer says that handsome circulars are no good because one copy of a certain circular was given to "the recipient's infant son, who had been left in the inner office while mamma paid a hurried call, and who sat contentedly on the floor tearing it to tatters."

He further says:

"It was a pretty pamphlet, you know, full of pictures and given to amuse the lad. No matter how attractively prepared, the result of the best observation is that they remain unappreciated."

The man who makes or takes such a statement seriously has had no experience in circular advertising.

A newspaper man, or a man employed by a newspaper man, is likely to be warped on the advertising subject. He wouldn't be a successful newspaper man unless he believed thoroughly that newspapers were about the greatest things that ever happened. And it is only natural that in time this should change into the belief that newspapers are the only great thing that ever happened. If my newspaper friend could see what my youngest daughter does to the Sunday newspapers, he would probably conclude (just because she destroys them in cutting out the pictures) that newspaper advertising is utterly worthless.

Sweeping statements in advertising are likely to be reckless statements. The makers of them are either inexperienced, thoughtless or lacking in judgment. Like whisky, advertising is all good, but some kinds are better than others. Moreover, the best is not always the best. Whisky is used under differing conditions and for different purposes just as advertising is.

In Iowa a druggist may sell whisky for either medical or mechanical purposes. One man bought a gallon, as he said, "for mechanical purposes." When the druggist asked him what sort of mechanical operation he meant to use the whisky in, he said he was "going to raise hell with it." The finer the quality of the whisky in that case, the less satisfactory would have been the result.

The right sort of advertising to employ in any given case must be deter-

mined by the conditions and the result desired.

* * *

The business of W. L. Douglas is a very vivid proof of the greatness of this country.

I have never known a man who wore Douglas shoes, and yet I am unwilling to believe that the Brockton factory is a myth, or that the gentleman with the high forehead has not made a fortune out of shoes. The point is that no business, however great, needs all the trade there is in the country.

If Douglas makes two million pairs of shoes a year, it probably means that the wearers of these shoes do not number over five hundred thousand. In other words, counting five consumers for each name on its subscription list the *Youth's Companion* reaches five times as many shoe wearers as Douglas needs; *The Ladies' Home Journal* reaches seven times as many; the *Christian Herald*, twice as many; the *Philadelphia Record*, twice as many.

With a comparatively few publications the facts about Douglas shoes could be carried to fifty times as many shoe wearers as Douglas needs to keep his factories running.

Mr. Douglas can reach half of the total population of the United States for perhaps one-tenth of what it would cost him to reach all of them. Half of the population of the United States probably wears seventy times as many shoes as Mr. Douglas makes.

Is it possible that he is spending for advertising more money than he should?

You notice that this is an interrogation and not an assertion.

It is very far from my thoughts to criticise such a pronounced success as W. L. Douglas. I salaam to his brain and nerve every time I see his picture. He is responsible for the \$3 shoe epidemic that is now raging in the country. He used to be known as "the \$3 shoe man." He had the field to himself a long time before his competitors woke up.

But couldn't he save \$50,000 a year on his advertising?

I believe he could.

* * *

A mean man suggests that the size of PRINTERS' INK could be materially reduced by the elimination of all the "cap I's."

Reserve **S**pace AND **S**ave **M**oney.

The rate on BOYCE'S MONTHLY increases with the May issue to \$1.60 per agate line. We allow our friends to reserve space at the present rate, \$1.25 per agate line, for six months, commencing with the May issue and ending with October issue; at the same time we do not obligate you to use any space if you do not wish to. Reserving space protects you if you wish to advertise during the coming six months, but it does not bind you if you do not wish to advertise. Simply write us to reserve space for you as per our offer. The circulation of Boyce's Monthly is now over 500,000 copies monthly. Don't delay, write to-day.

Boyce's Monthly

500,000 Copies
Monthly

\$1.60 per agate line per issue.

Boyce's Big Weeklies

600,000 Copies
Weekly

\$1.60 per agate line per issue.

Boyce Bldg.

W. D. BOYCE CO.,

Chicago, Ill.

New York Journal

AND ADVERTISER.

W. R. HEARST.

RESORT DEPARTMENT AND INFORMATION BUREAU.

Announcement, Season 1898.

About this time every year the Summer Resort Hotel Proprietor commences operations for the ensuing season. Everything is planned to make the hotel more attractive than ever before which adds life to competition and is one of the elements of financial success. A Summer Hotel may be considered incomparable in every respect—in view, surroundings, accommodations, service—but the question is, where are guests coming from? That is the perplexing problem, upon which a prosperous season unquestionably depends. The correct solution is here. It is of paramount importance to those concerned.

ADVERTISE IN THE NEW YORK JOURNAL,

MORNING, EVENING AND SUNDAY EDITIONS.

Through these mediums you reach the most people—the masses and the classes, here, there, everywhere.

RATES—15 cents per line in each edition.

\$1.00 per line 7 consecutive insertions.

\$4.00 per line 30 consecutive insertions.

No extra charge for display.

All display is set in French Elzevir type, which is neither too dark nor too light, but has a neat and clean appearance, adding much to the attractiveness of hotel advertisements.

The Journal's Resort Department and Information Bureau,

established at the beginning of the 1897 season, met with the most flattering success and unanimous indorsement. It was a new departure for a New York newspaper to undertake, and from the very beginning the public made constant demands upon its great resources for disseminating information about the various resorts that could not be obtained in any other way unless a loss of time and inconvenience resulted—a vacationist wants comfort. To the hotel proprietor a Bureau of this kind is of vital importance—indispensable. It acts as a New York office for the various summer hotels. Pamphlets, descriptive matter, maps, routes, railroad time tables and full information about each hotel is kept on file. Many inquirers leave it entirely in the hands of the Information Bureau where to spend vacation. The advantages of the Bureau must appeal, therefore, to the hotel proprietors, and naturally an advertisement in the JOURNAL will be seen by not only those who apply to the Bureau but to many who refer to it. Write for 1898 circular. Correspondence invited.

LIBERTY, SULLIVAN COUNTY, June 19, 1897.

RESORT DEPARTMENT AND INFORMATION BUREAU, N.Y. JOURNAL:

Gentlemen—I must congratulate you on the success of your Bureau. I have, and can candidly say, had the best results from the JOURNAL advertisements, and the invaluable assistance from the Journal Bureau is very much appreciated.

S. H. GOODACRE, Proprietor The Clifford.

SOUTH CAIRO, N.Y., August 31, 1897.

RESORT DEPARTMENT AND INFORMATION BUREAU, N.Y. JOURNAL:

Gentlemen—I am very grateful to the JOURNAL for the assistance that it rendered me, and the result is that my house is filled with people. In fact, I am packed, and will be until September. Yours, with kind regards,

GEO. DUNCAN, Proprietor Duncan's Villa.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIII. NEW YORK, APRIL 20, 1898.

No. 3.

BOOKS OPEN
TO ALL.

That Little Corner

It will pay you to watch.

Therein is recorded
the circulation of THE

Philadelphia Record

from month to month.

If you've watched it, you know that THE RECORD is gaining readers by thousands.

It tells of the good work we are doing; and more, for while it's hard to create new readers, the fact is clear there is no difficulty for THE RECORD to hold them.

And a coincident story might be told of why the same advertisers are in the paper day by day, year in and year out—why so many new ones, too, are constantly profiting by the example set.

Average circulation in March, 1898:

Daily Edition, . 191,988

Sunday " . 143,047

THE RECORD
PUBLISHING CO.,
PHILADELPHIA.





SEEKING COIN!!

There are others, too, who seek Coin, and those who have sought it through **COMFORT** have not been disappointed.

FOUND IT PAID.

We used **Comfort** and found that it paid. We are sending another contract.

E. O. & E. C. HOWE,
70 State St., Chicago.

ALL OVER THE MAP.—**Comfort** must go all over creation, as we get orders for band music from places we never heard of before. As we sell our piano music to dealers only, we have no idea how many people go to the music rooms to seek our music, after reading the announcement in **Comfort**, but the number is very great.

HAMBAY MUSIC CO.,
Pittsburg, Pa.

ALL GENERAL ADVERTISING AGENTS REPRESENT **COMFORT**.

W. H. GANNETT, Publisher, Augusta, Maine.

Boston Office:
John Hancock Building.

New York Office:
Tribune Building.

Chicago Office:
Marquette Building.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XXIII. NEW YORK, APRIL 20, 1898.

No. 3.

IN A TOWN OF 5,000.

A STORY OF LOCAL ADVERTISING.

"In this day doing business without advertising is like climbing three flights of stairs when the elevator is just going up," was the way in which

Kalb is a thriving town of 5,000 people and is often spoken of as the personal property of Col. Isaac L. Ellwood, the head of the great barbed wire industry. The trade of the Leslies is not the largest in the place, but the young men have been in business

LESLIE BROS..

DEKALB.

IN THE ORIGINAL THIS ANNOUNCEMENT WAS 11 $\frac{1}{4}$ INCHES SQUARE.

Robert Leslie gave expression to a trite idea the other day.

Leslie Brothers, I am told, are the most successful advertisers at DeKalb, Ill., where they conduct a general store in a little building which is simply crammed with all sorts of wares from staple dry goods and groceries to penny savings banks and chamber sets. De

less than three years and it is said that their sales have grown and are growing faster than those of any other store in the town. Robert Leslie attends to the advertising of the business, and I sought his story of his utilization of the meager resources at his command.

"I do not believe that this business could have been built or that it could

slowly. I have the same reasons for believing in good circular advertising. The right sort of circular advertising in the right place pays and pays enormously.

Another writer says that handsome circulars are no good because one copy of a certain circular was given to "the recipient's infant son, who had been left in the inner office while mamma paid a hurried call, and who sat contentedly on the floor tearing it to tatters."

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A mean man suggests that the size of PRINTERS' INK could be materially reduced by the elimination of all the "cap I's."

Reserve **S**pace AND **S**ave **M**oney.

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